OCTOBER 21, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Because they know what they want and how to get it

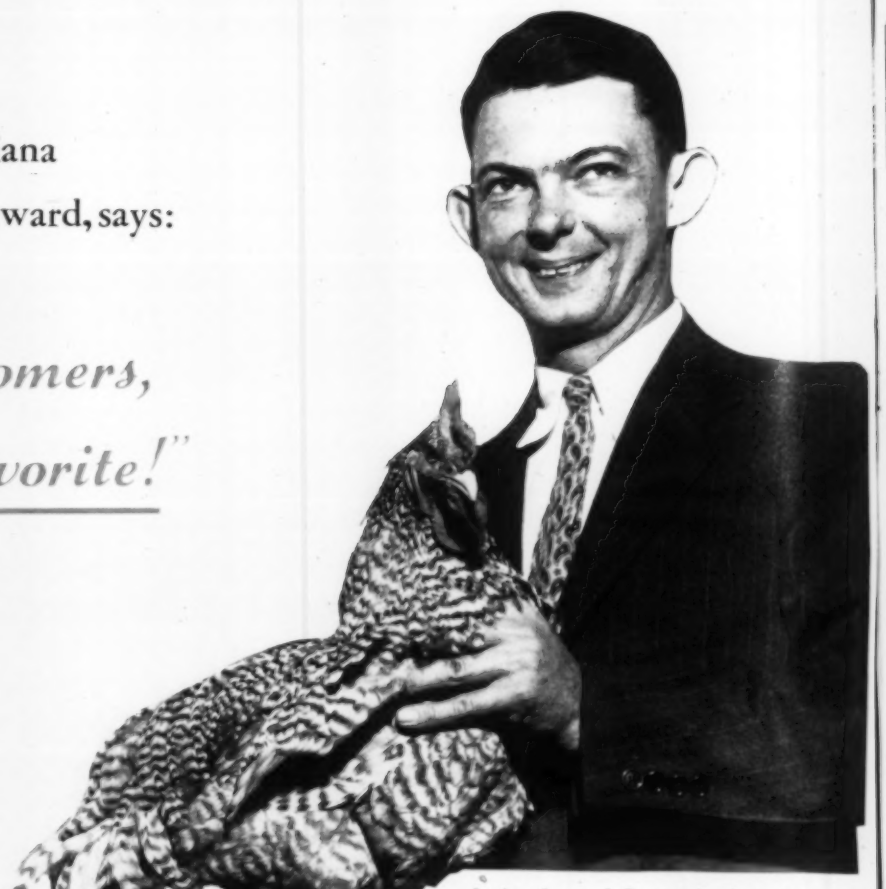
MORE ADVERTISERS-LOCAL AND NATIONAL-BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

KLZ, DENVER • 560 KC • CBS AFFILIATE Affiliated in Management With the Oklahoma Publishing Company and WKY, Oklahoma City—Representative: The Katz Agency

NATIONAL ASSOCIATION OF BROADCASTERS' CONVENTION

Hatcheryman, winner of Indiana "Chicken of Tomorrow" award, says:

"Among my customers, WLS is the favorite!"



Lucien Jones, LaFayette hatcheryman, with his Indiana award-winning Barred Hybrid "Chicken of Tomorrow." Jones, reared in a poultry family, has worked closely with hundreds of customers in this big broiler-producing area, for nearly a decade. "I can't remember," he told us, "when I wasn't either reading Prairie Farmer or listening to WLS."

THE BARRED HYBRID at the right was named Indiana winner in the national "Chicken of Tomorrow" competition. This breed, developed at the big Jones Hatchery in LaFayette, is already well-known in this territory—poultrymen in northwest Indiana, southern Michigan and northeast Illinois last year bought more than 300,000 Jones Barred Hybrid chicks.

Lucien Jones was invited by the contest management to go on the air at the Indiana State Fair, with announcement of his award. "If I'm going on any station, it'll have to be WLS," he answered. Explaining, the hatcheryman said:

"Among my customers, WLS is the favorite radio station."

For 22 years, WLS microphones have been focussed on the poultryman, the live stock raiser, the fruit grower, the corn farmer, the dairyman . . . on the great farm family of Midwest America. Our weather service, most complete in America; our pioneer farm service feature, "Dinner Bell Time"; our broadly intensive coverage of markets—indeed, our whole editorial structure of service plus entertainment explains why Lucien Jones—and many another Midwest business man—can say and will:

"Among my customers, WLS is the favorite radio station."

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

PROGRAM OF NAB CONVENTION

Palmer House, Chicago, Oct. 20-24

SUNDAY, OCT. 20

9:30 a.m.—First buses leave Palmer House and Stevens for golf tournament, Acacia Country Club, for BROADCASTING trophy.
10 a.m.-5 p.m.—Registration.
2 p.m.—Meeting of Council on Radio Journalism. Dining Room No. 1.

MONDAY, OCT. 21

9 a.m.-5 p.m.—Registration.
9 a.m. 12 Noon—Committee Meetings.
Research Committee. Private Dining Room No. 2.
Engineering Committee (11-12 open session) Private Dining Room No. 9.
Small Market Stations Committee. Private Dining Room No. 8.
Program Committee. Private Dining Room No. 6.
Music Advisory Committee. Private Dining Room No. 3.
FMBI Board of Directors. Private Dining Room No. 1.
Sales Managers Executive Committee. Private Dining Room No. 7.
11:30 a.m.—FM Executive Committee, Private Dining Room No. 1.
12:30 p.m.-3 p.m.—General Luncheon and FM Panel, Grand Ball Room, Walter J. Damm, Chairman NAB-FM Executive Committee and President, FMBI, presiding.
"FCC Policy"—Charles R. Denny, Jr., Acting Chairman, FCC.
"FM Transmitter and Receiver Status"—Dr. W. R. G. Baker, Chairman, Engineering Committee, Radio Manufacturers Assn. and Vice President, General Electric Co.
"FM Station Engineering"—T. A. M. Craven, Vice President, Cowles Broadcasting Co.
"FM Station Promotion and Program Sources"—Lester H. Nafzger, Manager and Chief Engineer, FM Station WELD Columbus.
"General Management"—Walter J. Damm, Chairman NAB-FM Executive Committee and President, FMBI.
"NAB-FM Dept."—A. D. Willard Jr., NAB Executive Vice President.
"FM Engineering"—Paul A. deMars, consulting engineer.
3 p.m.-4 p.m.—FMBI Annual Membership Meeting, Private Dining Room No. 14.
4 p.m.-5 p.m.—Facsimile Meeting, Red Lacquer Room.
"Facsimile Broadcasting"—Capt. W. G. H. Finch, Finch Telecommunications Inc.
"Modern Facsimile Broadcast Equipment"—Phillip G. Caldwell, Sales Manager, Television and Facsimile Equipment, Electronic Dept., General Electric Co.
"Programming Your Facsimile Newspaper"—Elliott Crooks, Director, Newspaper Publishers' Facsimile Service, Radio Inventions Inc.
"Facsimile and the Broadcaster"—John V. L. Hogan, President, Radio Inventions Inc.
General Discussion.
6 p.m.—Board of Directors Meeting, Private Dining Room No. 18.

TUESDAY, OCT 22

8 a.m.-9:30 a.m. — Breakfast — Auspices Chicago Radio Management Club. (This is a no host breakfast. Tickets, $2.00 each, may be obtained on fourth floor). Grand Ball Room.
Holman Faust, president, Mitchell-Faust Adv. Co., presiding.
David W. Dole, Henri, Hurst & McDonald, program chairman.
"The Clinical Indications of World War III"—Fulton Lewis Jr.
9 a.m.-5 p.m.—Registration.
10 a.m.-10:15 a.m.—Opening General Session. Red Lacquer Room.
J. Harold Ryan, immediate past president of NAB, presiding.
Announcements; appointment of committees.
10:15 a.m.-11 a.m.—Keynote Address.
"Broadcasting — An Opportunity — A Challenge," Justin Miller, President, NAB.
11 a.m.-11:30 a.m.—Address; William S. Paley, Chairman of Board of Directors, CBS.
11:30 a.m.-12 noon—Address: "What Broadcasting Can Contribute to World Understanding—Plans of The United Nations," Benjamin Cohen, Undersecretary-General, United Nations.
12:30 p.m.—General Luncheon. Grand Ball Room.
1:30 p.m.-2 p.m.—Address: "Application of War Developments to Post War Broadcasting"—E. K. Jett, Commissioner, FCC.
2:05 p.m.-2:30 p.m.—General Session, Red Lacquer Room.
"A Program for Sound Industrial Relations"—Richard P. Doherty, NAB Director, Employe-Employer Relations Dept.
2:30 p.m.-5 p.m.—Broadcast Measurement Bureau.
Introduction BMB Board, Technical Committee and Staff—Justin Miller.
Acknowledgment of Introductions—J. Harold Ryan, Chairman, BMB Board of Directors.
"Report on BMB Study No. 1"—Hugh Feltis, President, BMB.
"A Glance into the Future of BMB"—J. Harold Ryan, Chairman, BMB Board.
Remarks by AAAA members of the BMB Board.
"The Advertising Agency Looks at BMB"—Frederic Gamble, President, AAAA.
Remarks by ANA members of BMB.
"The Advertiser Looks at BMB"—Paul West, President, ANA.
Summary and Conclusion—Justin Miller.

WEDNESDAY, OCT. 23

9 a.m.-5 p.m.—Registration.
10 a.m.—General Session.
10 a.m.-10:30 a.m.—Address by James Douglas, superintendent of flight operations, 3d Region, Civil Aeronautics Administration.
10:30 a.m.—12:15 p.m.—Small Market Stations.
Chairman of Executive Committee Marshall Pengra, KRNR Roseburg, Ore., presiding.
"Management Study"—Wayne Cribb, KHMO Hannibal, Mo.
"FCC Regulation 91-D and Operators' Requirements"—Marshall Pengra.
"Sales Promotion Material and Sales Aids"—Hugh Higgins, Assistant Director, Broadcast Advertising, NAB.
"The Small Market Manager's Place in Community Leadership"—Robert T. Mason, WMRN Marion, Ohio.
"Development of New Business in Small Market Stations," J. Allen Brown, Assistant Director, Broadcast Advertising, NAB.
"Employe-Employer Relations"—Richard P. Doherty, Director, E. E. R. Dept., NAB.
"Public Relations at Work in Small Market Stations"—Edward J. Heffron, Executive Assistant-Public Relations, NAB.
12:30 p.m.—General Luncheon, Grand Ball Room.
1:30 p.m.-2 p.m.—Address to the Industry—Charles R. Denny Jr., Acting Chairman, FCC.
2:05 p.m.-3 p.m.—General Session, Red Lacquer Room.
Panel: "Broadcaster's Public Relations"—Justin Miller, Moderator; Edgar Kobak, President, Mutual Broadcasting System; Harold V. Hough, General Manager, WBAP Fort Worth; Alma Kitchell, President, Assn. of Women Broadcasters.
2 p.m.-2:30 p.m.—Music Copyright and Broadcast Music Inc. Campbell Arnoux, president, WTAR Norfolk, and Sydney M. Kaye, Vice President and General Counsel, Broadcast Music Inc.
3:30 p.m.-5 p.m.—NAB Business Session. Election of directors-at-large; consideration of by-laws; announcements; resolutions.
6 p.m.—Special Dinner. (This is a no host dinner. Tickets may be obtained at $5 each at the registration desk.) Grand Ball Room.
Panel Discussion: "Do We Have Freedom of Speech in the United States?"—Edgar Kobak, President, Mutual Broadcasting System, Moderator; John S. Knight, President, American Society of Newspaper Editors; Byron Price, Vice President, Motion Picture Assn. of America; A. D. Willard Jr., Executive Vice President, NAB.

THURSDAY, OCT. 24

10 a.m.—10:30 a.m.—General Session, Red Lacquer Room.
"How Broadcasters Can Use the NORC Survey"—Dr Paul Lazarsfeld, Director, Bureau of Applied Sociological Research, Columbia U.
10:30 a.m.-12 noon—Retail Advertising Clinic—Discussion of the Joske Report, "Radio for Retailers."
Questions from the members.
Members of the panel to consist of the Joske Advisory Sub-committees: James H. Keenan, Vice President in Charge of Sales Promotion, Joske's of Texas; Russell A. Brown, Vice President in Charge of Sales Promotion & Advertising, Allied Stores Corp.; William H. Campbell, Sales Manager, Sibley, Lindsay & Curr Co.; Howard P. Abrahams, Manager, Sales Promotion Division, National Retail Dry Goods Assn.; Walt Dennis, Radio and Television Director, Allied Stores Corp.; Cecil K. Beaver, General Manager, KTBS Shreveport, La.; James Brown, General Manager, KONO San Antonio; Lewis H. Avery, President, Lewis H. Avery Inc.; Walter Johnson, Assistant General Manager, WTIC Hartford; Frank E. Pellegrin, Director of Broadcast Advertising, NAB; Lee Hart, Assistant Director of Broadcast Advertising, NAB (formerly Radio Director, Joske's of Texas).
12:30 p.m.-1 p.m.—General Luncheon.
1:30 p.m.-2:15 p.m.—Address: "Advertising in the Public Interest"—Niles Trammell, President, NBC.
2:15 p.m.-5 p.m.—General Session—Broadcasting Advertising Clinic. Red Lacquer Room, James V. McConnell, Chairman, Sales Managers Executive Committee, presiding.
Reports of chairmen of the committees and subcommittees: James V. McConnell, Chairman, Sales Managers Executive Committee; Walter Johnson, Subcommittee on Revision of Standard Contracts; Arthur Hull Hayes, Subcommittee on Standardization of Rate Card Format; John M. Outler Jr., Subcommittee on Sales Practices; Odin S. Ramsland, Subcommittee on Audience Measurement; Stanton P. Kettler, Subcommittee on Advertising Agency Recognition Bureau; Cecil K. Beaver, Joske Advisory Subcommittee; Beverly Middleton, Subcommittee to Define Spot Sales.
Consideration of proposals or resolutions.
Discussion of plans for future activities.
Open Forum.
Adjournment.
7 p.m.—Annual Banquet, Grand Ball Room, Stevens Hotel. (Attendance limited strictly to ticket holders.)

FRIDAY, OCT. 25

10 a.m.—NAB Board of Directors Meeting. Private Dining Rooms Nos. 8, 9.

Our Headquarters

CONVENTION headquarters of BROADCASTING Magazine are located in Suite 884-5-6 of the Palmer House. Convention delegates and visitors are invited to visit the headquarters. Staff members will be on duty at all times.

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BROADCASTING... at deadline

Closed Circuit

IT'S NOW "when and if" as far as harassed OPA Administrator Paul A. Porter is concerned. "When" pertaining to time of return to FCC (still best bet); "if," whether he can get away at all before OPA winds up. Unlikely anything will jell either way for month or two.

WESTINGHOUSE Radio Stations Inc., out of NAB for several years, may use convention locale for grand re-entry. There's support for election of Westinghouse man as director-at-large—possibly Walter C. Evans, vice president in charge of radio.

NAB convention address Wednesday by FCC Chairman Denny will give him chance to explain his privately expressed opposition to Commissioner Durr's stand against joint AM-FM ownership. Chairman and other commissioners refuse to go along with Durr-proclaimed proposition that definite deadline should be set after which joint AM-FM operation would be forbidden.

ALTHOUGH no public announcement has been made, unprecedented speeds in transmission of facsimile by radio recently have been achieved by an old-line radio company prominent in facsimile before war. High definition transmission would take about one minute to transmit this page.

TAKING COGNIZANCE of proselyting of BBC, not only in Europe but in our own hemisphere, toward state-controlled radio, American broadcasters now pondering formation of worldwide organization, with headquarters in this country. Association of Inter-American Broadcasting, formed earlier this month in Mexico City, might provide nucleus. NAB board discussion this week in Chicago likely. When Hugh A. L. Halff (WOAI) and Campbell Arnoux (WTAR) report to NAB board this week on observations at Mexico City meeting [BROADCASTING, Oct. 14], they are expected to recommend that NAB take active part in organization.

ADD possible Blue Book court tests: WADC Akron against FCC proposed decision to grant WGAR Cleveland 50 kw on 1220 kc [BROADCASTING, Oct. 14]. WADC said it would carry 100% CBS program schedule in defiance of Blue Book. Presumably attack would be on ground that statute says nothing about program regulation except sections dealing with obscene, profane and indecent utterances and with presentation of duly-qualified political candidates for public office.

CHARGES of records falsification involving one station in connection with commercial-vs-sustaining probe by FCC expected to be aired at forthcoming Blue Book license renewal hearings. Commission investigators looking into complaint (by rival) that station, in sworn statement, allegedly listed several commercial programs as sustaining in document filed with FCC.

Upcoming

Oct. 20-24: NAB Convention, Palmer House and Stevens Hotel, Chicago. (Agenda on page 3.)

Oct. 24-26: First General Meeting, National Assn. of Radio News Editors, Hotel Allerton, Cleveland.

(Other Upcomings, page 134.)

15 NEW AM STATIONS GRANTED BY FCC

GRANTS for 15 new AM stations, including second and third for both Idaho Falls, Ida. (pop.: 15,000) and Clarksburg, W. Va. (pop.: 30,500), announced by FCC Friday.

Fifth Louisville, Ky. station authorized in grant for 1-kw daytime outlet, 900 kc, to Radio Kentucky Inc., owned (49.8% each) by S. A. Cisler Jr., former vice president-general manager, WGRC Louisville, and F. Eugene Sandford, Smaller War Plants Corp., RFC, Louisville.

On petition of WRGA Rome, Ga., FCC set aside Aug. 1 grant to Joe V. Williams Jr. for new Chattanooga station on 1490 kc, 250 w, fulltime. Williams application set for hearing, WRGA made party to proceeding.

Grants for 1 kw daytime stations:

Theodora Townsend, H. H. Thompson, George L. Young, d/b Inter-city Broadcasting Co., Providence, R. I., 1110 kc; Ken-Sell Inc., West Palm Beach, Fla., 1290 kc; Kennett Broadcasting Co., Kennett, Mo., 830 kc; Clarksburg Broadcasting Corp., Clarksburg, W. Va., 750 kc; Radio Kentucky Inc., Louisville, 900 kc; Byrne Ross, d/b Oklahoma City Broadcasting Co., Oklahoma City, Okla., 1140 kc (Comr. Paul A. Walker not participating).

Grants for 250-w fulltime stations:

Bradford Publications Inc., Bradford, Pa., 1490 kc; Walterboro Broadcasting Co., Walterboro, S. C., 1490 kc; Idaho Falls, Ida. Broadcasting Corp., 1230 kc; Eastern Idaho Broadcasting & Television Co., Idaho Falls, 1400 kc; J. C. Rothwell, Littlefield, Tex., 1490 kc; Glacus G. Merrill & Andrew H. Kovlan, d/b Mountain State Broadcasting Co., Clarksburg, W. Va., 1340 kc.

Lansing Broadcasting Co., Lansing, Mich., granted 500-w daytime station, 1430 kc. Effingham Broadcasting Co., Effingham, Ill., granted 250-w daytime outlet, 1090 kc; South Central Broadcasting Corp., Evansville, Ind., 250-w daytime, 820 kc.

MORE CHANNELS ASKED

PETITION filed with FCC asking additional Class B FM channels for Atlanta area. Five now allocated, one assigned and one reserved. Petition suggests Channels 221, 231, 248, 263, 269 also engineeringly allocable there. Petitioners ask that with addition of more channels their FM applications be granted without hearing. They are: WSB WAGA WATL WGST and Wilson & Cope.

UN VS. NAB

INCONGRUOUS as it seems, there's conflict between United Nations and NAB for one board member. J. Leonard Reinsch, Cox stations' managing director, as radio adviser to President Truman, will be in New York Oct. 23 when H. S. T. addresses opening UN session. He'll rush to Chicago Wednesday for remaining NAB sessions.

Bulletins

MERGER of KCSG Pocatello with KEYY Pocatello, two of three new stations granted Idaho city of 18,100 last June [BROADCASTING, July 1], announced by FCC Friday. KCGS relinquishes 1490 kc, takes interest in KEYY, 1240 kc, 250 w. Other Friday actions: Granted UAW-CIO petition to file for 250 w daytime, 680 kc, Detroit, admitted to Oct. 25 hearing on Detroit-Grosse Pointe-Dearborn applications. . . . Authorized reinstatement WKBH LaCrosse, Wis. CP increase to 5 kw, DA night, 1410 kc. . . . Reinstated CP authorizing DA night, WING Dayton, to protect KQV Pittsburgh.

TWO new station construction projects, denied locally, granted permits on appeal to Civilian Production Administration, Washington. KDRS Paragould, Ark., granted CPA permit for $1,900 building. Station granted CP May 20 for 1490 kc 250 w fulltime. Onondaga Radio Broadcasting Corp., Syracuse (WFBL), granted CPA permit for quonset hut foundation costing $1,604. Firm granted CP for FM 92.7 mc, 1.5 kw.

WILLIAM BENTON, Assistant Secretary of State, announced Friday U.S. turning over to United Nations these transmitters for UN Assembly broadcasts, beginning Oct. 23: WNBI WNRI WNIX WOOC (Europe); KNBA KNBI KRHO (Far East); WCBX WLWO WLWL-1 WRCA (Latin America). Mr. Benton urged UN establish worldwide radio network "at earliest possible moment."

NETWORKS meet this week with AFRA executives on new contracts. AFRA demands for 35% pay increase met with 10% counter-offer by networks. AFRA also wants mutual cancellation clause.

CANADIAN ASSN. of Broadcasters 1947 convention at Jasper Park Lodge, Jasper National Park, Alta., June 9-12, marks first time CAB meets west of Toronto.

BEN BODEC, vice president in charge of radio, General Artists Corp., N. Y., resigned Friday, effective Nov. 15.

JOSEPH H. FINN, 70, chairman of board, Reincke, Meyer & Finn Adv. Co., Chicago, died Friday at Passevant Hospital, Chicago.

FLY CHALLENGES FCC

JAMES LAWRENCE FLY, former FCC chairman, told Commission it lacks power to issue "declaratory ruling," provided in FCC rules revised to conform to new Administrative Procedure Act [BROADCASTING, Sept. 9]. In petition for Rev. J. Frank Norris, opposing KFJZ Fort Worth request for declaratory ruling discrediting time lease to Mr. Norris [BROADCASTING, Sept. 23], Mr. Fly argued "there is no provision of the Federal Communications Act conferring jurisdiction to proceed by declaratory judgment." He asked dismissal of KFJZ petition or designation for hearing, with Mr. Norris allowed to intervene. Harold Mott, Welch & Mott, represents KFJZ.

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Greater Sales
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These sales objectives have a greater chance of successful fulfillment if these stations are utilized. Most of the outstandingly successful spot radio campaigns have used them.

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WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T.H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

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ATLANTA · BOSTON

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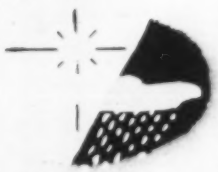

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ADVANCE REGISTRATION FOR NAB CONVENTION

MOST delegates attending the NAB convention are staying at the Hilton hotels—Palmer House (RANdolph 7500) and Stevens (WABash 4400). Most of those not registered at either hotel will be found at the Drake (SUPerior 2200) or Ambassador East (SUPerior 7200). Hotel assignments should be checked at the NAB registration desk in the Palmer House. Headquarters office of NAB is Room 786, Palmer House. Late registrations are listed on page 38.

A

Adams, Burton M., NBC, New York
Adams, Ernest, WHIO Dayton
Adams, Mort, KBS Network, New York
Adcock, S. E., WROL Knoxville
Akerberg, Herbert V., CBS, New York
Albertson, Roy L., WBNY Buffalo
Albinger, Al, WCOL Columbus
Alburty, E. A., WHBQ Memphis
Alden, George, KWBW Hutchinson
Aldrich, Thomas B., Presto Recording Corp., N. Y.
Aldridge, Mahlon R., KFRU Columbia
Alexander, John, KODY North Platte
Alford Jr., W. R., WSYR Trenton
Alger, Paul, WTTM Trenton
Allison, Milton F., WPEN, Philadelphia
Allman, Frederick L., WSVA Harrisonburg
Anderson, H. V., WJBO Baton Rouge
Armond, William, WBLJ Dalton, Ga.
Armstrong Jr., A. N., WCOP Boston
Arnold, George, WTAD Quincy
Asch, Leonard L., WBCA Schenectady
Atkinson, John R., WHBU Anderson, S. C.
Atlass, H. Leslie, WBBM and WBBM-FM Chicago
Avery, Lewis H., Lewis H. Avery Inc., New York

B

Bacon, John A., WGR Buffalo
Bailey, Bill, BROADCASTING Magazine
Bailey, James E., WAGA Atlanta
Bailey, Stuart T., Jansky & Bailey, Washington
Baker, Carl L., William G. Rambeau Co., Chicago
Baker, Mrs. Ernestine W., WMFT Florence
Baker, R. R., WTRC Elkhart
Baldwin, Keith, WBAP Fort Worth
Ballard, John, Nunn Stations, Lexington
Balthrope, Charles W., KABC San Antonio
Baltimore, Abe, WBRE Wilkes-Barre
Baltimore, David M., WBRE Wilkes-Barre
Baltimore, Louis G., WBRE Wilkes-Barre
Banks, William A., WHAT Philadelphia
Bannister, Harry, WWJ Detroit
Barnes, Tom, WDAY Fargo
Barnes, Wade, NBC, New York
Bartlett, Marcus, WSB Atlanta
Baskerville, Charles, WFLA Tampa
Bates, Miss Georgia, WLBJ Bowling Green
Bath, Richard G., WKNE Keene, N. H.
Bauer, G. F., WINN Louisville
Baughn, Edward F., WPAG Ann Arbor
Bausman, Robert E., WISH Indianapolis
Beadell, Walter, Joseph Hershey McGillvra, Chicago
Beard, Jay P., KBTM Jonesboro, Ark.
Beaton, W. J., KWKW Pasadena
Beatty, J. Frank, BROADCASTING Magazine
Beck, Howard J., WGL Fort Wayne
Becker, Mrs. Aurelia S., WTBO Cumberland
Beer, Robert M., WATG Ashland
Behr, Joseph, Radio Engineering Labs., New York
BeLille, Harriett M., Grey Adv. Agency, New York
Bennett, Andrew W., Bennett & Clagett, Washington
Bennett, Sam H., KMBC Kansas City
Bennett, Victor A., WAAT Newark
Berk, S. Bernard, WAKR Akron
Berk, Mrs. S. Bernard, WAKR Akron
Bernard, J. J., KOMA Oklahoma City
Bernhard, John E., WFOY, St. Augustine
Beville Jr., Hugh M., NBC, New York
Bill, Edgar L., WMBD Peoria
Billings, Ford, WHOT South Bend
Binns, F. D., WLAC Nashville
Bishop, Edward E., WGH Newport News
Bishop, Frank, KFEL Denver
Bitner, Jr., Harry M., WFBM Indianapolis
Black, E. D., WBML Macon, Ga.
Black, Elizabeth, Joseph Katz Co., New York
Blackley, Charles P., WTON Staunton
Blackwell, G. C., WBLK Clarksburg
Blair, Forrest, KOIL Omaha
Blair, John P., John Blair & Co., Chicago
Blink, Milton M., Standard Radio Transcription Services, Chicago
Bliss, Sidney H., WCLO Janesville
Bloom, Aaron S., Kasper-Gordon, Boston
Blumenstock, George, WSKB McComb, Miss.
Blust, L. A., KTUL Tulsa
Boekhoff, J. H., Collins Radio Co., Cedar Rapids
Bolling, George W., Bolling Co., New York
Bondurant, E. Hale, WHO Des Moines
Bonebrake, Matthew H., KOCY Oklahoma City
Bonnot, Maurice, Frederick Hart & Co., New York
Booth, Robert W., WTAG & WTAG-FM Worcester
Booton, F. H., WDZ Tuscola
Borland, R. D., United Broadcasting Co., Cleveland
Born, H. H., WHBL Sheboygan
Borton, F. W., WQAM Miami
Borton, Mrs. F. W., WQAM Miami
Boucheron, Pierre, WGL Fort Wayne
Boundy, Glen B., Fort Industry Co., Washington
Bowden, J. L., WKBN Youngstown
Bowker, Ben, WLIB Brooklyn
Boyd, Hugh N., Home News Publishing Co., New Brunswick
Boyle, John J., WJAR Providence
Brackett, Quincy A., WSPR Springfield
Bradham, Robert E., WTMA Charleston
Brandborg, Gustav, KVOO Tulsa
Brandon, Nathan W., WSAV Savannah
Brauner, Julius F., CBS, New York
Breen, Edward, KVFD Fort Dodge
Bremer, Frank V., WAAT-WAAW
Brett, George, Katz Agency, New York
Bright, Arthur L., KHQ Spokane
Brines, Paul C., WGN Chicago
Broman, E. J., Universal Radio Productions of Hollywood
Bronson, Edward H., WJEF Grand Rapids
Brown, Carleton D., WTVL Waterville, Me.
Brown, Kenyon, KOMA Oklahoma City
Brown, Norman E., WSUN St. Petersburg
Brown, Walter, WSPA Spartanburg
Bruce, Charles F., WSOY Decatur
Brumbaugh, Eleanor J., BROADCASTING Magazine
Brunton, Ralph R., KQW San Francisco
Buckalew, E. W., KNX Los Angeles
Buckley, Richard, John Blair & Co., New York
Bullen, Reed, KVNU Logan
Bunker, Harry S., KDON Monterey, Cal.
Burghart, Bill, WTAD Quincy
Burke, Harold C., WBAL Baltimore
Burke, Harry, KFAB Omaha
Burkland, Carl J., WTOP Washington
Burnett, J. P., WKPT Kingsport
Burrell, M. W., Collins Radio Co., Cedar Rapids
Burton, D. A., WLBC Muncie
Burton, Garnet, WLBC Muncie
Burton, Robert J., Broadcast Music Inc., New York
Bush, Franklin L., WMFT Florence, S. C.
Byrne, L., Collins Radio Co., Cedar Rapids

C

Cagle, Gene L., KFJZ Fort Worth
Cain, Doyle, KFXD Nampa
Caley, Charles C., WMBD Peoria
Camp, Harry, WGAR Cleveland
Campbell, Don D., WBRC Birmingham
Campbell, Martin B., WFAA Dalals
Campbell, Wendell B., KMOX St. Louis
Cannan, Darrold A., KFDM Beaumont
Cannon, Carl, NBC, New York
Carey, Sam S., WRVA Richmond
Carpenter, H. K., United Broadcasting Co., Cleveland
Carpenter, Ollie L., WPTF Raleigh
Carpenter, Robert, MBS, New York
Carrigan, Joe B., KWFT Wichita Falls
Carter, Donald L., Compton Adv., New York
Cash, John F., WHB Kansas City
Cashman, Louis P., WQBC Vicksburg
Cashman, Mrs. Frank P., WQBC Vicksburg
Cassill, Harold W., WKIP-WGNY-WHVA Poughkeepsie
Caswell, Paul H., KDON Monterey
Caver, Morris Moore, WAML Laurel, Miss.
Chapeau, Ted, WJHP Jacksonville
Chapin, Wells R., Globe-Democrat Pub. Co., St. Louis
Chapman, Roy T., KTSM El Paso
Chapnell, Edward A., WKIP-WGNY-WHVA Poughkeepsie
Chatterton, C. O., KWLK Longview
Cherniavsky, Josef, Neblett Radio Productions, Chicago
Chernoff, Howard L., WCHS Charleston
Chizzini, Frank, NBC, Chicago
Church, Arthur B., KMBC Kansas City
Churchill, John, BMB, New York
della-Cioppa, Guy, CBS, New York
Clair Jr., John J., Frederic Hart & Co., New York
Clark, Plez S., KFH Wichita
Clarkson, Robert J., Columbia Recording Corp., New York
Classen Jr., Edward F., R. E. L. Equipment Sales, Chicago
Clay, Henry B., WLAY Sheffield
Cleghorn, John H., WMC Memphis
Clements, C. C., KYSM Mankato
Clifford, Marie M., WHFC Cicero
Clipp, Roger, WFIL Philadelphia
Close, Joseph K., WKNE, Keener, N. H.
Clother, Howard, WFBR Buffalo
Clyne, C. Terence, Free & Peters, New York
Cobb, Wilton, WMAZ Macon, Ga.
Coleman, George D., WGBI Scranton
Coleman, Ward A., WAML Laurel, Miss.
Collins, Keith B., KMJ Fresno
Collins, Sam, WDAD Indiana, Pa.
Colton, Lionel, Helen Wood & Colton, New York
Compton, Robin, WPEN Philadelphia
Connolly, Thomas D., CBS, New York
Cook, Charles R., WJPF Herrin, Ill.
Cook, Louis R., KNOW Austin
Cook, Nathan W., WIBX Utica
Coombs, Clyde F., KARM-KROY Fresno
Coon, Richard E., KDON Monterey
Cooper, Mrs. Virginia N., WJLS Beckley, W. Va.
Corken, Maurice J., WHBF Rock Island
Couche, Charles E., KALE Portland
Couture, Faust, WCOU-WFAU Lewiston, Me.
Cox, James, Broadcast Music Inc., New York
Cox, H. Quenton, KGW Portland
Cox, Lester E., KWTO Springfield
Cox, Lester L., KWTO Springfield
Cox, R. T., Collins Radio Co., Cedar Rapids
Coy, Wayne, WINX-W3XO, Washington
Craft, L. M., Collins Radio Co., Cedar Rapids, Ia.
Craig, Edwin W., WSM Nashville
Craig, W. F., WLBC Muncie
Crandall, George, CBS, New York
Crandall, Mark, KFEL Denver
Cranston, George, WBAP Fort Worth
Craven, T. A. M., WOL Washington
Cribb, Wayne W., KHMO Hannibal, Mo.
Crowther, Frank, WMAZ Macon
Cummins, John, WFOY St. Augustine
Cunningham, P. H., KHMO Hannibal, Mo.
Curtis, James R., KFRO Longview

D

Dabadie, J. Roy, WJBO Baton Rouge
Dahl, Howard, WKBH La Crosse
Damm, Walter J., WTMJ Milwaukee
Danhom, M. F., KGKB Tyler, Tex.
Danforth, Harold P., WDBO Orlando
Daniel, Harben, WSAV Savannah
Davis, George Carr, Washington
Davis, Warren G., WSUA Bloomington, Ill.
Dean, Graham M., KWRN Reno
DeLaney, C. Glover, WTHT Hartford
Denious, J. C., KGNO Dodge City
Dennis, Walter L., Allied Stores Corp., New York
Detchon, R. S., United Broadcasting Co., Cleveland
Dettman, Robert A., KDAL Duluth
Devaney, Frank, WMIN St. Paul
Devine, John, Standard Radio Transcription Services, Chicago
Dewing, H. L., WCBS Springfield
Dibble, Muriel G., Compton Adv., New York
Dier, S. C., KSCJ Sioux City
Dieringer, Frank, WFMJ Youngstown
Diethert, Russ, R. E. L. Equipment Sales, Chicago
Dillard, Everett L., KOZY Kansas City
Dillard, Jean M., KOZY Kansas City
Dillon, Robert, KRNT Des Moines
Derks, Detrich, KTRI Sioux City
Dixon, John, WROK Rockford
Dobyns, C. Merwin, KGER Long Beach
Doerr, William, WFBR Buffalo
Dolberg, Glenn, Broadcast Music Inc., New York
Dolph, Richard B., WMT Cedar Rapids
Dolph William B., WMT Cedar Rapids
Donahoe, Howard, WCOL Columbus
Dorrell, Ward, C. E. Hooper Inc., New York
Drake, Melvin, WDGY Minneapolis
Duffin, Raymond, WGTC Greenville
Dunban, Dr. Willis F., WKZO Kalamazoo
Duncan, L. J., WRLD West Point
Dunn, David E., WSFA Montgomery
Dusenbury, Phillip, KWPC Muscatine, Ia.
Dustin, Winston, WSM Nashville
Duvall, T. W., KGBX Springfield
Dykstra, Florence, Transcription Sales Inc., Springfield

E

Ebel, A. James, WMBD Peoria
Edgar, Edward E., WGH Norfolk
Edholm, W. O., KOIL Omaha
Eggleston, Joe C., WMC Memphis
Eighmey, F. C., KGLO Mason City, Mo.
Eldridge, Hudson, KOZY Kansas City
Eldridge, Virginia, KOZY Kansas City
Elias, Don S., WWNC Asheville
Ellis, Girard D., Columbia Recording Corp., Chicago
Elmer, John, WCBM Baltimore
Elvin, Ralph, WLOK Lima
Embry, Robert C., WITH Baltimore
Engle, Cliff, C. P. MacGregor Electrical Transcriptions, Hollywood
Enns, Jr., H. T., Cowles Stations, New York
Eppel, Raymond V., KMHK Minneapolis
Esau, John, KTUL Tulsa
Esch, Bille B., WMFJ Daytona Beach
Esch, W. Wright, WMFJ Daytona Beach
Essex, Harold, WSJS-WMIT Winston-Salem
Estes, William, WGAA, Cedartown, Ga.
Evans, C. Richard, KSL Salt Lake
Evans, Ralph, WHO & WOC Davenport
Evans, T. L., KCMO Kansas City, Mo.

F

Fahy, A. A., KABR Aberdeen
Fair, Harold, WHO Des Moines
Fantle Jr., Sam, KELO Sioux Falls
Fast, Herman E., WKRC Cincinnati
Fay, William, WHAM Rochester
Feagin, Robert R., WPDQ Jacksonville
Fellows, Harold E., WEEI Boston
Feltis, Hugh, Broadcast Measurement Bureau, New York
Ferguson, Miles, WRLD West Point
Fetzer, John E., WKZO Kalamazoo
Fidlar, Robert L., WIOD Miami
Findley, I., Collins Radio Co., Cedar Rapids
Fisher, C. H., KUGN Eugene, Ore.
Fitzgerald, Francis M., WORD Spartansburg
Fitzgibbons, L. O., WOC Davenport
Fitzpatrick, Horace S., WSLS Roanoke
Fitzsimmonds, F. E., KFYR Bismarck
Flaherty, Eugent T., KSCJ Sioux City
Flanigan, E. Y., WSPD Toledo
Ford, Gordon, WSUA Bloomington
Foster, Michael, CBS, New York
Foster, Ralph D., KWTO Springfield
Fox J. Francke, WHLN Harlan, Ky.
Frank, James L., New York
Frank, Philip, Broadcast Measurement Bureau, New York
Frase, Edward C., WMC Memphis
Frazier, Howard S., Frazier & Peter, Washington
Freburg, Charles R., WOC Davenport
Frechette, George T., WFHR Wisconsin Rapids
Frost, E., RCA, Los Angeles
Fry, Paul R., KBON Omaha
Fuller, Mildred T., KFXJ Grand Junction
Fulton, John, WGST Atlanta
Fuqua, J. B., WGAC Augusta

G

Gaines, James M., WEAF New York
Galloway, C. P., Frederic Hart & Co., New York
Gamble, Edmund R., WBTA Batavia, Ill.
Gammons, Earl H., CBS, Washington
Garber, Milton B., KCRC Enid, Okla.
Garber, Mrs. Milton B., KCRC Enid, Okla.
Garner, J. E., KFPW Fort Smith
Gartland, William C., NBC, New York
Gates, P. S., Gates Radio Co., Quincy
Gates, R. S., Collins Radio Co., Cedar Rapids
George, Carl, WGAR Cleveland
Gilbert, Miss Jan, Harold Cabot & Co., Boston
Gilbert, Lester H., WNBF, WNBF-FM Binghamton
Gilchrist Jr., T. S., WTMC Ocala, Fla.
Gillin Jr., John J., WOW Omaha
Gimble Jr., Benedict, WIP Philadelphia
Gittinger, William C., CBS, New York
Given, Helen Kelley, WLBJ Bowling Green, Ky.

(Continued on page 12)

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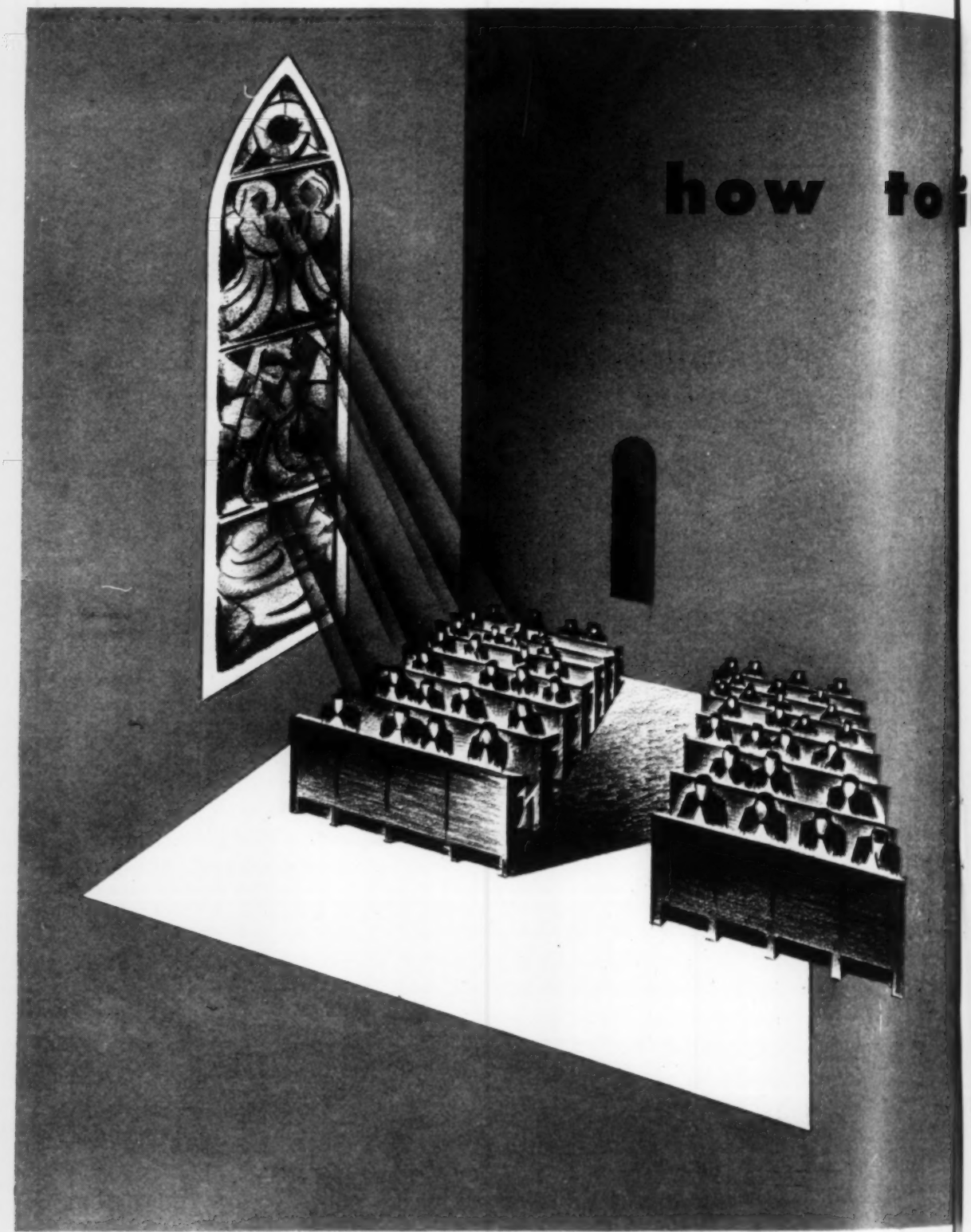
how to

inspire tolerance

Freedom of worship and tolerance for religious views have always been basic tenets of America's way of life. Long ago American Radio recognized its responsibility in inspiring and guarding this most vital of human freedoms.

This very freedom, however, has made religious broadcasting difficult. Radio knows no creed—and the completely impartial presentation of religious programs offers a real challenge. WRC has met this challenge squarely with its daily devotional program, *Look To This Day*.

Look To This Day is sponsored six times a week by the Washington Federation of Churches, the Jewish Fellowship, the Catholic Church, and the Church of Christ, Scientist. Leaders of all faiths are represented. Music and soloists are supplied by WRC to serve as background for a devotional message by the speaker for each day's designated church.

To thousands of Washingtonians, whatever their faiths, *Look To This Day* brings daily inspiration—just one more example of genuine radio service in the life of a community.

THE NATIONAL BROADCASTING COMPANY

ADVANCE REGISTRATION FOR NAB CONVENTION

(*Continued from page 8*)

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Glasgow, R. Lee, WACO Waco
Gleeson, W. L., KPRO Riverside, Calif.
Glen, Irma, Transcription Sales, Chicago
Gluck, E. J. WSOC Charlotte
Goan, Walter H., WAYS Charlotte
Godwin, Charles, MBS, New York
Goldmark, Peter, CBS, New York
Goodman, Harry S., Harry S. Goodman Radio Productions, New York
Gordon, James E., WNOE New Orleans
Gow, F. C., WROL Knoxville
Graham, Art, WKST New Castle
Gray, Gilson, CBS, New York
Gray, Gordon, WSJS-WMIT Winston-Salem
Gray, Gordon, KOIL Omaha
Gray, Jason S., WCED Dubois, Pa.
Green, J., Collins Radio Co., Cedar Rapids
Green, T. L., KCKN Kansas City
Green, Truman, WFLA Tampa
Greenebaum, Milton L., WSAM Saginaw
Griffin, Robert A., KDON Pebble Beach
Griffith, Homer, Homer Griffith Co., Hollywood
Griffith, James M., KADA Ada
Grimes, Harold, KOME Tulsa
Grinalds, Archie S., WMOB Mobile
Gross, Jack O., KFMB San Diego
Gross, Julian, WKNB New Britain
Grove, William C., KFBC-KFBA Cheyenne
Grubb, Gayle V., KGO San Francisco
Gruber, Morris M., Presto Recording Corp., New York
Gulick, J. Robert, WORK York
Gunther, Frank A., Radio Engineering Labs., New York
Guyer, R. Sanford, WBTM Danville

H

Haas, Frank, Whitehall Pharmacal Co., New York
Haase, Walter B., WDRC, WDRC-FM Hartford
Hackathorn, K. K., WHK Cleveland
Hagan, James A., WWNC Asheville
Hagenah, Gus, Standard Radio Transcription Services, Chicago
Hager, Kolin, SESAC, New York
Hague, Fred F., George P. Hollingbery Co., Atlanta
Haid, Allen, WHIZ Zanesville
Hale, Roland, WCOP Boston
Halff, Hugh A. L., WOAI San Antonio
Hall, E. E., CBS, New York
Halpern, Nathan L., CBS, New York
Hammond, Charles P., NBC, New York
Hammond, Dr. James, WKMO Kokomo
Hance, Kenneth M., KSTP St. Paul
Hanna, Eloise Smith, WBRC Birmingham
Hanna, Michael R., WHCU Ithaca
Hanson, Ralph, KUGN Eugene
Hardy, Ralph W., KSL Salt Lake
Hardy, William E., WFMD Frederick
Harlow, Roy, Broadcast Music Inc., New York
Harm, Frederick G., WJJD Chicago
Harre, Arthur F., WJJD Chicago
Harrington, J. A., WHKK Akron
Harrington, R. B., WSVA Harrisonburg, Va.
Harris, C. L., WGRC Louisville
Harris, Jack, WSM Nashville
Harris, John P., KSAL Hutchinson
Harris, Wiley P., WJAX Jackson
Harrison, Austin A., KSWM Joplin
Hart, Cecil E., KID Idaho Falls
Hart, H., Collins Radio Co., Cedar Rapids
Hartenbower, E. K., KCMO Kansas City
Hatcher, Ralph, WBBM Chicago
Haverlin, Carl, MBS, New York
Hawkins, Ewing B., WNBF, WNBF-FM, Binghamton
Hayes, Arthur Hull, WABC, WABC-FM, New York
Hayes, Howard B., WPIK Alexandria
Hayford, Beecher, WJHP Jacksonville
Hayford, Byron, WDLP Panama City, Fla.
Haymond, Carl E., KMO Tacoma
Heath, Wick, KMMJ Grand Island
Heller, C. B., WJPA Washington, Pa.
Helliwell, Iris, KRNR Roseburg, Ore.
Helms, Jack T., WNVA Norton, Va.
Helms, R. B., WHLN Harlan, Ky.
Helt, Sanford, Nunn Stations, Lexington
Henderson, Charles A., KWPC Muscatine, Ia.
Henderson, Robert, Southern Calif. Associated Newspapers, Los Angeles
Herman, A. M., WBAP Fort Worth
Herzog, Lewis W., WTMJ, WTMJ-FM, Milwaukee
Heslop, Stanley N., WNBF, WNBF-FM Binghamton
Hetland, Julius, WDAY Fargo
Hickox Jr., Sheldon B., NBC, New York
Hicks, Evelyn Stafford, WTNB Birmingham
Higgins, George J., KSO Des Moines
Hill, Edward E., WTAG, WTAG-FM Worcester
Hines, P. T., Greensboro News-Record, Greensboro
Hinman, Preston B., WROX Clarksdale, Miss.
Hirsch, Oscar C., KFVS WKRO Cape Girardeau, Mo.
Hirschmann, Ira, WABF New York
Hixenbaugh, George P., WMT Cedar Rapids
Hochhauser Jr., Edward, Transcription Sales Inc., Springfield
Hodel, Emile J., WCFC Beckley, W. Va.
Hodges Jr., B. S., WGTC Greenville, Miss.
Hoessly, H. H., WHKC Columbus
Hoffman, Edward, WMIN St. Paul
Hoffman, Karl B., WGR Buffalo
Hoffman, Phil, KRNT Des Moines
Hogg, John L., KOY Phoenix
Hollingbery, George P., George P. Hollingbery Co., Chicago
Hollister, Herb, KBOL Boulder
Hollister, R. H., Collins Radio Co., Cedar Rapids
Holt, H. Russ, WGGA Gainesville
Holt, Thad, WAPI Birmingham
Honea, B. N., WBAP Fort Worth
Hooper, C. E., C. E. Hooper Inc., New York
Horner Jr., Joseph, WJPG Green Bay
Hoskins, Cecil B., WWNC Asheville
Hough, Harold, WBAP Fort Worth
Hover, Fred R., WFIN Findlay
Howell, Charles, KFXJ Grand Junction
Howell, Rex G., KFXJ Grand Junction
Hubbard, Jack, KROS Clinton
Huffman, William F., WFHR Wisconsin Rapids
Hughes, E. C. (Bill), KEYS Corpus Christi
Hughes, R. G., KHUZ Borger, Tex.
Humbert, Bill, WMON Montgomery
Hurd, H. R., KFJB Marshalltown
Hurt, Frank E., KFXD Nampa, Ida.
Hyatt, F. Marion, WJHO Opelika, Ala.
Hyde, C. A., WHK Cleveland
Hymes, John D., Biow Co., New York

I

Imbrogulio, Joseph, WFBR Baltimore
Inch, Merrill, KWRN Reno
Inman, Donald E., WNAX Yankton
Ioset, Don, MBS, New York

J

Jackobson, Louis, WLIB Brooklyn
Jackson, Aubrey, KGNC Amarillo
Jackson, Lowell E., Katz Agency, Chicago
Jacobsen, W. S., KROS Clinton, Ia.
Jacobsen, Morton, Neblett Radio Productions, Chicago
Jadassohn, Kurt A., SESAC New York
Jansky Jr., C. M., Jansky & Bailey, Washington
Jaspert, George H., Boston
Jayne, Dan E., WELL Battle Creek
Jeffrey, John Carl, WKMO Kokomo
Jennings, Evelyn A., WTNB Birmingham
Jensen, Ray V., KSAL Salina
Jessop, M. K., Jessop Adv. Co., Akron
Johnson, Albert, KOY Phoenix
Johnson, E. M., MBS New York
Johnson, George W., KTSA San Antonio
Johnson, Howard A., WIBA Madison
Johnson, Leslie C., WHBF Rock Island
Johnson, Walter, WTIC Hartford
Johnston, Henry P., WSGN Birmingham
Jones, Hugh O., WGCM Gulfport
Jones, Merle S., WOL Washington
Jordan, Charles B., WRR Dallas
Jordan, Ray P., WDBJ Roanoke
Joscelyn, A. E., WCCO Minneapolis
Joy, George E., WRAK Williamsport

K

Karns, Adna, Transcription Sales, Springfield
Karol, John J., CBS New York
Kasper, Edwin H., Kasper-Gordon, Boston
Katz, Eugene, Katz Agency, New York
Kaye, Sydney M., Broadcast Music Inc., New York
Keasler, Jack, WOAI San Antonio
Kellam, K. K., KWKH Shreveport
Kelley, A. Boyd, KPLT Paris
Kelley, Gaines, Greensboro News-Record, Greensboro
Kelly, Jack, WCOL Columbus
Kemp, Frank, Dancer-Fitzgerald-Sample, New York
Kenkel, Fred, C. E. Hooper Inc., New York
Kennedy, Charles A., Teleways Radio Productions, Hollywood
Kennedy, John A., WCHS Charleston
Kennedy, Ken, WDAY Fargo
Kenneth, Robert, CBS, New York
Kennon, Leslie L., KWTO Springfield
Kessler, N. L., WMUS Muskegon
Kettler, Stanton P., WMMN Fairmont
Kiley, William F., WFBM Indianapolis
Kilgore, H. S., Collins Radio Co., Cedar Rapids
Kimzey, Truett I., KFJZ Fort Worth
King, Cy, WEBR Buffalo
King, Frank M., WMBR Jacksonville
King, Gerald, Standard Radio Transcription Services, Hollywood
Kinney, Gordon, Advertising Council, New York
Kirchner, Thelma, KGFJ Hollywood
Klein, Jean Eldridge, BROADCASTING Magazine
Kliment, Robert F., WJPA Washington, Pa.
Knight, Norman, WAJR Morgantown
Knight Jr., W. T., WTOC Savannah
Kobak, Edgar, MBS, New York
Koepf, John, Fort Industry Co., Washington
Koerner, O. B., KFBC-KFBA Cheyenne
Koerper, Karl, KMBC Kansas City
Koessler, Walter, WROK Rockford
Krelstein, Harold R., WMPS Memphis
Krueger, Herbert L., WTAG, WTAG-FM, Worcester

L

Lamb, Edward, WTOD Toledo
Landis, DeWitt, KFYO Lubbock
Lane, Howard, WJJD Chicago
Lang, G. William, WGN Chicago
Langlois, C. O., Lang-Worth Feature Programs, New York
Langlois Jr., C. O., Lang-Worth Feature Programs, New York
Langlois, J. D., Lang-Worth Feature Programs, New York
Larson, G. Bennett, WPEN Philadelphia
Lass, Ernest W., WDJT-FM, Asbury Park
Latham, U. A., WKRC Cincinnati
Laubengayer, R. J., KSAL Salina
Laux, John, WJPA Washington, Pa.
Lawrence, Craig, WCOP Boston
Lawrence, Val, KROD El Paso
Layman, Mike, WHTN Huntington
Leake Jr., Eugene W., WAVE Louisville
Leake, James C., KTUL-KOMA Tulsa
LeBaron, James W., Joseph Hershey McGillvra, New York
LeBrun, Harry, MBS, New York
Lee, Carl E., WKZO Kalamazoo
LeGate, James M., WIOD Miami
Leich, Clarence, WGBF Evansville
Leich, Martin L., WBOW Terre Haute
Leighter, Jackson, WLIB Brooklyn
LeMasurier, Dalton A., KDAL Duluth
Leonard, Loyd, WISE Asheville
LePoideyin, Harry R., WRJN Racine
Levi, Winfield R., BROADCASTING Magazine
Lewis, Era, KGNC Amarillo
Leibler, Vincent J., Columbia Recording Corp., New York
Lindberg, Carl R., WPIK Alexandria
Linder, Harry W., KWLM Willmar, Minn.
Lindquist, Lansing B., WSYR-FM Syracuse
Lindsay, Merrill, WSOY Decatur
Lindsley, Robert K., KFBI Wichita
Linkow, Irving, U. S. Recording Co., Washington
Lippincott, Harry, Transcription Sales, Chicago
Little, Lee, KTUC Tucson
Locke, C. B., KFDM Beaumont
Lockhart, H. B., KEYS Corpus Christi
Lodge, William B., CBS, New York
Loeb, Howard M., WFDF Flint
Loffler, Gene, WNAX Yankton
Loftus, John, KPAC Port Arthur
Long, Maury, BROADCASTING Magazine
Loose, Norman R., KROD El Paso
Lottridge, Buryl, WOC Davenport
Lounsberry, I. R., WGR Buffalo
Lowman, Lawrence M., WCBW New York
Loyet, Paul A., WHO Des Moines
Lucey, William F., WLAW Lawrence
Lucy, C. T., WRVA Richmond
Ludlam, George P., Advertising Council, New York
Luther, Clark A., KFH Wichita
Lyerla, O. W., WJPF Herrin

M

Maag Jr., William F., WFMJ Youngstown
MacGregor, C. P., C. P. MacGregor Electrical Transcriptions, Hollywood
Mackall, Robert B., WFMJ Youngtown
Mackay, J. Wright, WRAK Williamsport
Magee, Robert G., WHUM Reading
Mahoney, James, MBS, New York
Maillefert, William B., Compton Adv., New York
Mair, L. A., KROC Rochester
Maizlish, Harry, KFWB Hollywood
Malo, William F., WDRC WDRC-FM Hartford
Manson, Dr. Ray H., WHAM Rochester
Marget, Manny, KVOX Moorhead
Marlin, Al, Broadcast Music Inc., New York
Martin, Bill, KMMJ Grand Island
Martino, Italo A., WDRC WDRC-FM Hartford
Maslin Jr., Robert S., WFBR Baltimore
Mason, Lin, Transcription Sales Inc., Springfield
Mason, Richard H., WPTF Raleigh
Mason, Robert T., WMRN Marion
Massie, W. S., WRBL Columbus
Mastin, Cecil D., WNBF WNBF-FM Binghampton
Mathiot, J. E., WGAL Lancaster
Matthews, Joseph B., WCMI Ashland
Matthews, Ted., KELO Sioux Falls
Mauldin, W. D., KPAC Port Arthur
Maurer, J. B., WHK Cleveland
Mayo, John, Lang-Worth Feature Programs, New York
McAlister, R. B., KICA Clovis, N. M.
McBride, William G., WDBO Orlando
McCarthy, C. L., KQW San Francisco
McCollough, Clair R., WGAL Lancaster
McConnell, C. Bruce, WISH Indianapolis
McConnell, Robert B., WISH Indianapolis
McCormick, Glenn E., KSLM Salem
McCoy, D. W., KFBI Wichita
McCracken, Tracy S., KFBC-KFBA Cheyenne
McDermott, Mrs. Ellyn, KBUR Burlington
McDermott, Gerard B., KBUR Burlington
McGillvra, Joseph H., Joseph Hershey McGillvra, New York
McGlashan, Ben S., KGFJ Hollywood
McGuineas, William A., WGN Chicago
McGuire, Hazel, WQAM Miami
McIntosh, Frank H., Washington
McKee, H. L., KCKN Kansas City
McKee, W. L., KCKN Kansas City
McKinley, Jon R., WFDF Flint
McMurry Jr., Emmet H., WJPR Greenville
McNeil, John Harrington, WJZ New York
McTigue, Harry, WINN Louisville
Meagher, John F., KYSM Mankato, Minn.
Meighan, Howard S., CBS New York
Mendelsohn, Ray, WAKR Akron
Merdian, John, WJPA Washington
Merryman, Philip I., NBC New York
Metzger, Thomas W., WMFR Lewistown
Meyer, Harold H., WSTC Stamford
Meyer, P. J., KFYR Bismarck
Meyers, Carl J., WGN Chicago
Meyers, M. M., WOW Omaha
Michel, John, KPDN Pampa
Midgeley Jr., Charles E., CBS New York
Milbourne, L. Waters, WCAO Baltimore
Miller, Charles, Cowles Broadcasting Co., Des Moines
Miller, Ralph, KCRA Sacramento
Miller, Ruthe, Neblett Radio Productions, Chicago
Mills, Frank R., WDWS Champaign
Milne, James T., WNHC New Haven
Milsten, David R., KOME Tulsa
Mitchell, L. S., WDAE Tampa
Moody, Robert H., WHIO Dayton
Moore, James H., WSLS Roanoke
Moroney, J. M., WFAA Dallas
Morency, Paul W., WTIC Hartford
Morris, Carleton W., KSUN Bisbee
Morrison, S. Robert, WMRN Marion, O.
Mosby, A. J., KGVO Missoula
Mullinax, Edwin, WLAG LaGrange
Muniz, Tomas, WIAC San Juan
Murdock, M. M., KFH Wichita
Murdock, William D., WOL Washington
Murphy, Kingsley H., KSO Des Moines
Murrow, Edward R., CBS New York
Myers, M. L., WPAY Portsmouth

N

Nasman, Leonard, WFMJ Youngstown
Nassau, Joseph M., WEEU Reading
Nax, Charles W., Globe-Democrat Publishing Co., St. Louis
Needl, C. W., WCBS Springfield
Nelson, Linnea, J. Walter Thompson Co., New York
Newcomb, Harold J., WRJN Racine
Newman, R. J., RCA Victor Division San Francisco
Nimmons, Ralph W., WFAA Dallas
Noe, James A., WNOE New Orleans
Norris, Sam, Amperex Electronic Corp. Brooklyn
Norton, Ed, WAPI Birmingham
Norton Jr., George W., WAVE Louisville
Nunn, Gilmore N., Nunn Stations, Lexington

(*Continued on page 14*)

HERE'S THE HOTTEST FARM SPOT PROGRAM...

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In Farm News and Interviews — A Full Half-Hour — 6:30 to 7 A. M. Weekdays

MAL HANSEN covers every farm event within 150 miles of Omaha. He's a former 4-H clubber, born and raised on an Iowa farm. He knows farming and is respected by every farm leader in WOW-land. He has a pleasing radio personality. Hansen *has travelled 9,000 miles* this Spring, covering farm events for WOW listeners.

THE FARM SERVICE REPORTER is rapidly becoming the midwest clearing house for farm news, farm information and special farm events.

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JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
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ADVANCE REGISTRATION FOR NAB CONVENTION

(*Continued from page 12*)

O

Oakley, Ron E., KFAC Los Angeles
O'Donnell, Regis C., WINX Washington
O'Fallon, Gene, KFEL Denver
Ogle, Byron W., KRGV Weslaco
O'Harrow, John W., WKZO Kalamazoo
Ohrt, Herbert R., KGLO Mason City
Oliphant, Paul, WLAC Nashville
Olson, H. O., Collins Radio Co., Cedar Rapids
Olson, Harvey H., WDRC, WDRC-FM Hartford
Olsen, Tom, KGY Olympia
Olsen, Mrs. Tom, KGY Olympia
Outler Jr., John M., WSB Atlanta
Owen, Forrest F., WELL Battle Creek
Owen, Reeve, WTOC Savannah
Ownby, James T., WCTA Andalusia

P

Pabst, Herbert G., WMOH Hamilton, O.
Page, E. C., MBS New York
Paley, William S., CBS New York
Palmer, D. D., WHO Des Moines
Palmer, Fred A., Fred A. Palmer Co., Cincinnati
Parham, Carter M., WDOD Chattanooga
Parrish, B. J., KOTN Pine Bluff, Ark.
Parsons, Willis B., NBC New York
Patt, John F., WGAR Cleveland
Pattee, Linwood, Broadcast Music Inc., New York
Patterson, T. H., WRRF Washington
Paul, S. J., BROADCASTING Magazine
Paulsgrove, William H., WJEJ Hagerstown
Peard Jr., Leslie H., WCAO Baltimore
Peck, Harry, KFOR Lincoln
Pell Jr., C. C., Audio Devices, New York
Pengra, Marshall H., KRNR Roseburg
Person, W. V., WRAK Williamsport
Peter, Paul F., Frazier & Peter, Washington
Peterson, Howard O., KMA Shenandoah
Phelps, Wayne, KHUZ Borger
Phillips, Charles F., WFBL Syracuse
Phillips, Robert W., WSAM Saginaw
Phillips, William E., Raytheon Mfg. Co., Chicago
Pierce, Jennings, NBC, Hollywood
Pierce, R. Morris, WGAR Cleveland
Pill, Howard E., WSFA Montgomery
Pippenger, F. J., Gates Radio Co., Quincy
Pirie Jr., William S., WFBR Baltimore
Pittman, Charles W., WBML Macon
Pixley, L. A., WCOL Columbus
Plamadora, Raymond E., WKBH La Crosse
Plambeck, Herbert H., WHO Des Moines
Platt, Bernard, BROADCAST Magazine
Pollock, Reed, KDON Monterey
Potter, Dr. A. D., WKMO Kokomo
Potter, John W., WHBF Rock Island
Pournelle, Eugene, WHBQ Memphis
Powell, Hugh J., KGGF Coffeyville
Powers, Helen, WITH Baltimore
Poynor, D. J., WMBH Joplin
Prall, Anning M., Raytheon Mfg. Co., New York
Pribble, Vernon H., WTAM Cleveland
Price, Tom, WWSW Pittsburgh
Priebe, Robert E., KRSC Seattle
Priestley, Harold W., WWJ Detroit
Prior, Thomas C. J., WJAR Providence
Proctor, Frank S., WTJS Jackson
Pryor, Emerson J., WRRN Warren
Pulver, Stanley H., Dancer-Fitzgerald-Sample, New York
Pyatt, Al, KIUL Garden City, Kan.
Pyle, K. W., KFBI Wichita

Q

Quad, John K., Home News Publishing Co., New Brunswick
Quarton, William B., WMT Cedar Rapids
Quentin, Charles, KRNT Des Moines

R

Raber, Joe, WMBD Peoria
Ragle, Gene, WCOL Columbus
Rambeau, William G., William G. Rambeau Co., Chicago
Ramsland, Odin S., KDAL Duluth
Randolph, Frank, Collins Radio Co., Cedar Rapids
Rathbun, Jack, WCOA Pensacola
Ream, Joseph H., CBS New York
Reineke, E. C., WDAY Fargo
Reinsch, J. Leonard, WSB Atlanta
Rembert, Clyde W., KRLD Dallas
Renfro, Harry, KXOK St. Louis
Reynolds, Donald W., FM Applicant, Fort Smith
Reynolds, George, WSM Nashvile
Reynolds, John B., WKWK Wheeling
Richards, Robert K., BROADCASTING Magazine
Richards, G. P., WHBL Sheboygan
Richardson, O. E., WJOB Hammond
Richman, David M., WHOB Gardner
Richmond, R. W., WHKK Akron
Ricketts, Joseph A., Teleways Radio Productions, Hollywood
Riesen, Albert, KVSO Ardmore
Rigby, John, KFH Wichita
Rine, William, WWVA Wheeling
Rinn, E. G., WINN Louisville
Rippetoe, William F., WHOT Terre Haute
Rivers, John M., WCSC Charleston
Roberson, H. P., KFDA Amarillo
Roberson Jr., W. R., WRRF Washington
Robertson, Bruce, BROADCASTING Magazine
Robertson, B. G., KWKH Shreveport
Robinson, Irving, Yankee Network, Boston
Robinson, William, WINS New York
Roeder, George H., WCBM Baltimore
Rogers, L. L., WNBF & WNBF-FM Binghamton
Rogers, Naylor, KBS Network, Chicago
Rogers, Thomas A., WCLT Newark
Roher, Harold W., Machlett Labs., Springfield
Rosen, Eugene, U. S. Recording Co., Washington
Rosene, Marshall L., WSAZ Huntington
Rosenhaus, Irving Robert, WATT-FM-WAAW Newark
Rosenhaus, Mrs. Ruth, WAAT-FM-WAAW Newark
Roth, Eugene J., KONO San Antonio
Rothensies, Walter J., WSBA York
Rothschild, Walter J., WTAD Quincy
Rounsaville, Robert W., WBAC Cleveland
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Rudolph, F. J., C. P. MacGregor Electrical Transcriptions, Hollywood
Runyon, John W., KRLD Dallas
Rupard, J. Nelson, KTSW Emporia
Rupp, Edward J., Fred A. Palmer Co., Cincinnati
Ryan, J. Harold, Fort Industry Co., Toledo
Ryder, Les, WCED Dubois

S

Saddler, Owen L., KMA Shenandoah
Sague, Samuel R., WSRS Cleveland
Saliba, George J., Presto Recording Corp., New York
Sammons, Elizabeth, KSCJ Sioux City
Sample, Fred W., BROADCASTING Magazine
Sampson, Robert M., WSAI Cincinnati
Sandeberg, David H., Lewis H. Avery Inc., San Francisco
Sanders, Wayne, KTUC Tucson
Sauerstrom, William, Joseph Hershey McGillvra, Chicago
Saumenig, J. Dudley, WIS Columbia
Schamblin, L. A., KPMC Bakersfield
Schilling John T., WHB Kansas City
Schilplin, Frederick C., KFAM St. Cloud, Minn.
Schmidt, Daniel E., NBC New York
Schmitt, Kenneth F., WIBA Madison
Schrade, Andrew J., Columbia Recording Corp., Hollywood
Schreiber, Frank P., WGN Chicago
Schroeder, Willard, WINS New York
Schudt, William, CBS New York
Schwartz, Mrs. L. S., The Advertising Council, Chicago
Schweitzer, William, WEBR Buffalo
Scott, Charles P., KTKC Visalia
Scripps, W. J., WWJ Detroit
Seebeck, Charles E., WTON Staunton, Va.
Sepaugh, L. M., WSLI Jackson
Service, C. W., Collins Radio Co., Cedar Rapids
Seville, H. A., Hagerstown, Md.
Sexton, Morgan, KROS Clinton
Shafto, G. Richard, WIS Columbia
Sharp, Ivor, KSL Salt Lake City
Shaw, Harold B., WMON Montgomery
Shaw, Harry B., WSJS Winston-Salem
Shawd, Arch, WTOL Toledo
Sheasby, John F., Raytheon Mfg. Co., Chicago
Shein, Alice, WBTH Williamson, W. Va.
Shepard, John, Yankee Network, Boston
Sherwood, Alex, Standard Radio Transcription Services, New York
Shultz, John W., WMVA Martinsville
Siegel, Walter I., CBS New York
Sillerman, Michael M., KBS Network, New York
Sin, John L., Frederic W. Ziv Co., New York
Slates, William, KFPW Fort Smith
Slavick, Henry W., WMC Memphis
Smith, A. L., WSGN Birmingham
Smith, Calvin J., KFAC Los Angeles
Smith, Carleton D., WRC Washington
Smith, C. E., United Broadcasting Co., Cleveland
Smith, Earl H., WLCS Baton Rouge
Smith, Frank R., WWSW Pittsburgh
Smith, J. Kelly, CBS New York
Smith Jr., Joe L., WJLS Beckley, W. Va.
Smith, J. Porter, WGRC Louisville
Smithgall, Charles A., WGGA Gainesville, Ga.
Soule, Oscar F., WFBL Syracuse
Soule, O. P., KSEI Pocatello, Ida.
Soule, Robert G., WFBL Syracuse
Sowell, F. C., WLAC Nashville
Spears, R. D., Collins Radio Co., New York
Speidel, Merritt C., KDON Monterey
Speidel, Robert M., KDON Monterey
Speight Jr., Walter P., WATL Atlanta
Spence, Harry R., KXRO Aberdeen
Spencer Jr., F. E., George P. Hollingbery Co., New York
Spencer, John D., WCLT Newark
Spencer, William H., WTOD Toledo
Spight, Lindsey, John Blair & Co., San Francisco
Spiros, Robert E., WBTH Williamson, W. Va.
Spokes, A. E., WJOY Burlington, Vt.
Spratlin, Frank M., WGST Atlanta
Spring, Joe, WASK Lafayette
Springgate, V. N., KXOK St. Louis
Squire, Burt, Standard Radio Transcription Services, Chicago
Srebroff, Charles M., Radio Engineering Labs., New York
Stanton, Frank, CBS New York
Stapp, Jack, WSM Nashville
Stark, Evelyn, Transcription Sales, Santa Fe
Staubitz, E. J., Blaw-Knox Co., Pittsburgh
Steinman, John F., WGAL Lancaster
Steinman, J. Hale, WGAL Lancaster
Sterette, Lou, WJPA Washington
Stellner, Fred C., KABR Aberdeen
Stern, Albert D., Frederic Hart & Co., New York
Stevens, Harmon L., WHLS Port Huron, Mich.
Stone, Earl J., WELL, Battle Creek
Stone, Harry, WSM Nashville
Stone, Loren B., KIRO Seattle
Storer, George B., Fort Industry Co., Toledo
Story, Joe, KCKN Kansas City
Streibert, Theodore C., WOR New York
Strouse, Ben, WWDC Washington
Stuart, Charles T., KFOR Lincoln
Stubbs, Frank, WFNF Shenandoah
Stuckwish, M. H., WSOY Decatur
Stufflebam, R. L., WMZ Tuscola
Sturm, Harold F., WHTN Huntington
Sugg, Procter A., WKY Oklahoma City
Sullivan, Donald D., WMT Cedar Rapids
Summers, Robert, WFAA Dallas
Sutherland, George L., WILM Wilmington
Swicegood, Jess, WKPT Kingsport
Swintz, Robert H., WSBT South Bend

T

Taft Jr., Hulbert, WKRC Cincinnati
Taishoff, Sol, BROADCASTING Magazine
Tait, Joseph, U. S. Recording Co., Washington
Talbot Jr., Andrew H., WTPS New Orleans
Tapp, Jay, KGER Long Beach
Tarter, George, KOCY Oklahoma City
Taylor, Archie J., KANS., Wichita
Taylor, Dale, WENY Elmira
Taylor, Davidson, CBS New York
Taylor, O. L., KGNC Amarillo
Teddlie, Pete, WRR Dallas
Teetsell, Irving, WJPA Washington
Teich, Walter, KROS Clinton
Thesman, L. H., WSAV Savannah
Thomas, C. L., KXOK St. Louis
Thomas, George H., KVOL Lafayette
Thomas, Harold, WATR Waterbury
Thomas, Norman A., WDOD Chattanooga
Thomforde, C. J., Collins Radio Co., Cedar Rapids
Thompson, Roy F., WFBG Altoona
Thoms, Harold, WISE Asheville
Thornburgh, Don W., KNX Los Angeles
Thornton, John, Yankee Network, Boston
Thorwald, John, KRIG Odessa
Tibbett, Gene, WMOX Meridian
Tighe, Thomas B., WDJT-FM Asbury Park
Timothy, B. P., Lewis H. Avery Inc., Chicago
Tincher, Robert E., WNAX Yankton
Tinsley, Thomas G., WITH Baltimore
Tips, Kern, KPRC Houston
Tompkins, Merritt F., BMI New York
Toothill, John A., Burn-Smith Company Inc., Chicago
Trautfelter, John H. L., WFBR Baltimore
Travers, Linus, Yankee Network, Boston
Tully, J. C., WJAC Johnstown

U

Ulmer, Jas. G., KGKB Tyler
Unger, Alvin E., Frederic W. Ziv Co., Cincinnati
Updike, Fritz S., WRUN Rome, Ga.

V

Vadeboncoeur, E. R., WSYR Syracuse
Venn, Robert, WGBS Miami
Volger, George J., KWPC Muscatine, Ia.
Volkenberg, John Van, CBS, New York

W

Wagner, Paul, WPAY Portsmouth
Wagner, William D., WHO & WOC Davenport
Wallis, Lee B., Fort Industry Co., Washington
Walker, Wallace A., WFCI Pawtucket
Wallace, Bruce, WTMJ, WTMJ-FM Milwaukee
Walsh, J. Gorman, WDEL Wilmington
Walter, John M., WJPG Green Bay
Wannamaker, Allen E., WGTM Wilson
Ward, J. T., WLAC Nashville
Wardell, J. Gordon, KGBX Springfield
Wasser, G. S., KQV Pittsburgh
Watson, R. Brooks, WMBD Peoria
Way, William B., KVOO Tulsa
Weaver, Phil J., WKPT Kingsport
Wechsler, Sam, WABF New York
Wehrmann, H. F., WTPS New Orleans
Weis, Pierre, Lang-Worth Feature Programs, New York
Weiss, George G., WBBQ Augusta
Weiss, Lewis Allen, KHJ Hollywood
Welch, Miller, WLAP Lexington
Weldon, William, John Blair & Co., New York
Wentworth, Ralph, Broadcast Music Inc. New York
Werner, A. Matt, WHBL Sheboygan
Wester W. C., WMUS Muskegon
Westlund, Arthur, KRE Berkeley
Whaley, Storm, KUOA Siloam Springs
Wheelahan, H., WSMB New Orleans
Wheeler, Clarence, WHEC Rochester
Wheeler, Edwin K., WWJ Detroit
Wheeler, LeMoine C., WHEC Rochester
White, Frank K., CBS New York
Whitehead, Elizabeth, KOZY Kansas City
Whitlock, E. S., WRNL Richmond
Whitten, Philip F., WGTM Wilson, N. C.
Wiig, Gunnar O., WHEC Rochester
Wilder, H. C., WSYR Syracuse
Wilkins, J. P., KFBB Great Falls
Williams, Ben, WTOC Savannah
Williams, Earl, KFAB Lincoln
Williams, J. P., Transcription Sales, Springfield
Williams, W. V., WBLJ Dalton
Williamson, Frances, KFJZ Fort Worth
Williamson Jr., W. P., WKBN Youngstown
Willis, J. E., Nunn Stations, Lexington
Wilson, Clarence E., KTMC, McAlester
Wilson, Elmo, CBS, New York
Wilson, James C., WOPI Bristol
Wilson, W. A., WOPI Bristol
Wilson, William M., William G. Rambeau Co., New York
Windmuller, Lewis, Allentown Bcstg. Corp.
Windsor, Walter M., WKNB New Britain
Winger, Earl W., WDOD Chattanooga
Winkler, C. W., KOIL Omaha
Winnie, Russell G., WTMJ, WTMJ-FM Milwaukee
Wiseman, Bill, WOW Omaha
Wolfskill, Robert F., KOZY Kansas City
Wood, Helen, WIBX Utica
Wood, Phil, WFMJ Youngstown
Woodruff Jr., Jim W., WRBL Columbus
Woods, James S., WMRF Lewistown
Woods, Woody, WHO Des Moines
Woodward, Russell, Free & Peters, Chicago
Woodworth, Samuel, WFBL Syracuse
Wooten, Hoyt B., WREC Memphis
Wooten Jr., S. D., WREC Memphis
Wright, C. J., WFOR Hattiesburg
Wright, C. J. Jr., WFOR Hattiesburg
Wright, O. R., KOZY Kansas City
Wynne, Lee, KGER Long Beach
Wynne, W. Avera, WEED Rocky Mount
Wyse, William, KWBW Hutchinson

Y

Yeager, L. C., WSUA Bloomington, Ill.
Yocum, Ed, KGHL Billings, Mont.

Z

Ziv, Frederic W., Frederic W. Ziv Co., Cincinnati

Is it Your Brand?

Your product should get a share of the 52 million dollars spent each year in grocery stores of the Nashville area. . . . With over 4,000 such outlets, a sales call to each store would be almost impossible. . . . But, use WSIX's great audience and reach a large part of the owners as well as shoppers. . . . Your message can sell both—and at reasonable listener cost over WSIX!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN and MUTUAL

5,000 WATTS

980 KILOCYCLES

Represented Nationally by

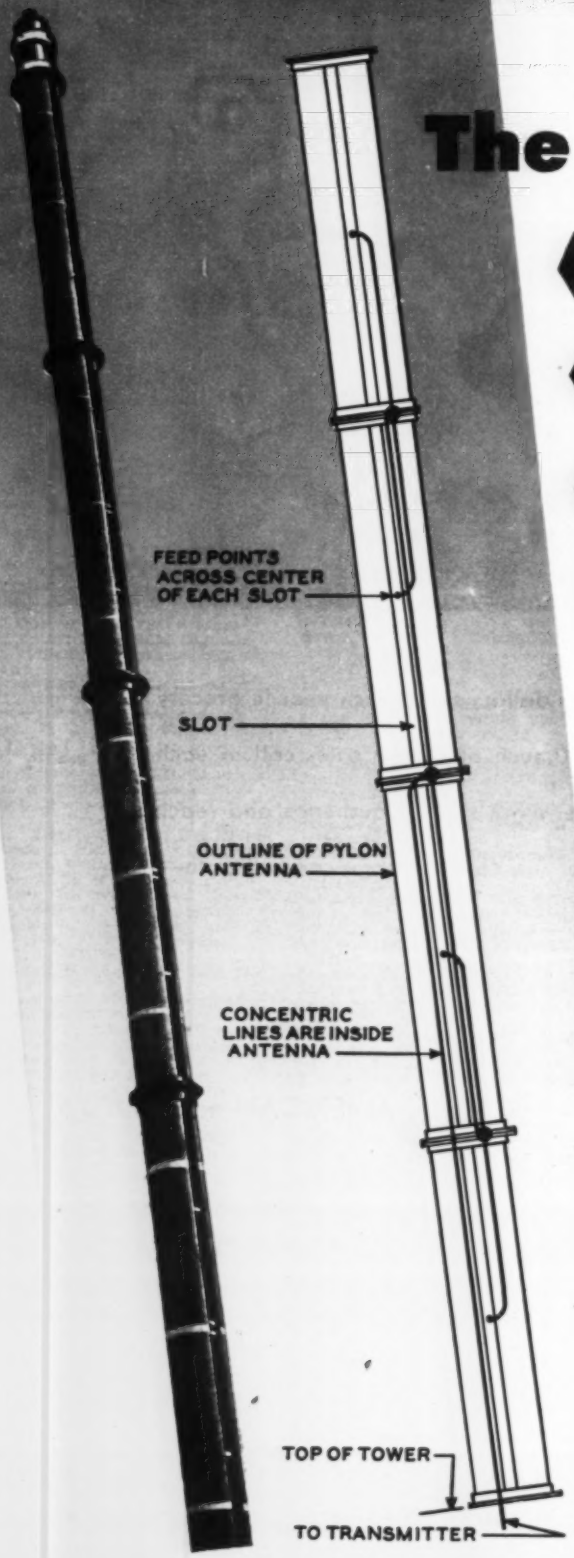
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

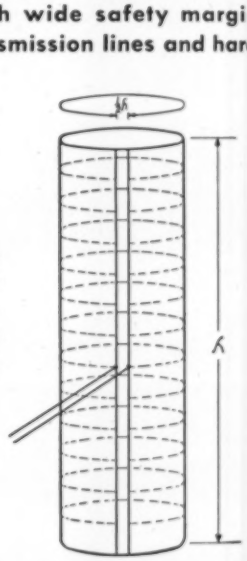
A revolutionary, new FM antenna

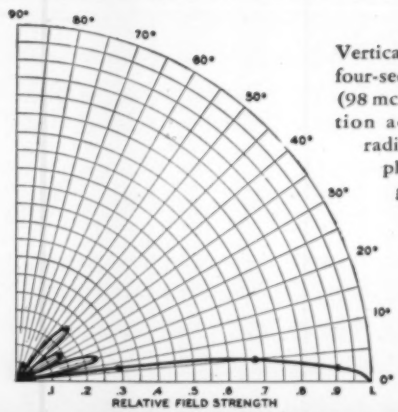
The RCA "PYLON" ANTENNA

- More gain, height for height, than any other FM station antenna now on the market.
- Easier to erect . . . self-supporting . . . no *separate* radiating elements to complicate connection (only one feed point per section).
- Covers entire FM band with one size radiator (the cylinder) and two lengths of transmission line. No tuning required.
- Handles any power an FM station is likely to use—up to 50-kw transmitter output with wide safety margin. Furnished complete, including transmission lines and hardware.



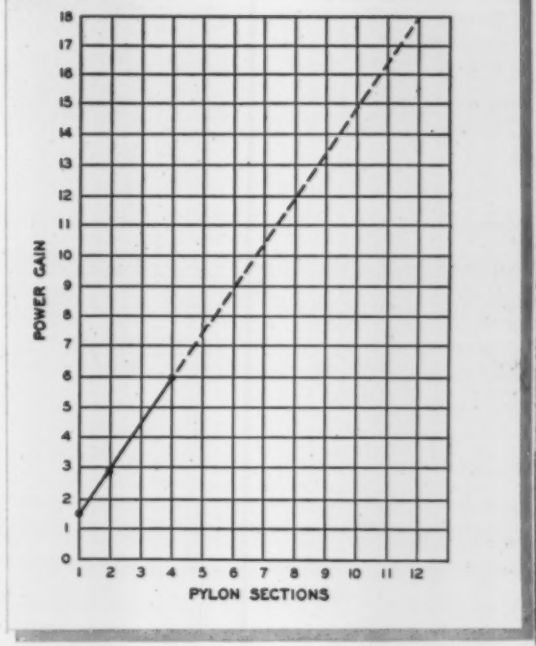
Voltage is impressed along entire length of cylinder slot. (The cylinder is a wavelength long; half a wavelength in circumference.) The whole structure acts as a radiating element.





Vertical field pattern of a four-section Pylon antenna (98 mc). Each antenna section added compresses radiation in the vertical plane, thus increases gain. Compare with one-section pattern at right.

that out-gains them all...



As many as four, possibly more, cylindrical sections can be stacked to provide a remarkably simple FM antenna with record-breaking gain for its height.

NO DIPOLES, NO LOOPS, no appendages of any kind—just a single, self-supporting structure that's simplicity itself . . . that, for its height, breaks all previous performance records.

This pace-setting FM antenna is the result of entirely new concepts of high-frequency radiation—proved by RCA's wartime research and engineering.

Each antenna section is rolled from a single sheet of aluminum approximately 13 feet high, making a cylinder about 19 inches in diameter. A narrow slot is left from top to bottom. Both ends of each section are capped with a cast flange which adds unusual rigidity and strength and provides a means of connecting and mounting.

A helpful way to visualize the principle of operation is to think of the cylinder as being made up of a large number of half-wave circular elements (*see cylindrical diagram on left page*). With voltage impressed across such elements, current flows in them and radiation takes place. Actually, however, since voltage is impressed at every point along the cylinder slot, the entire structure acts as a radiator.

Most important, the Pylon antenna is easy to erect. A single section weighs only 350 pounds. When two sections are used, they can be joined on the ground and the feed line interconnected. Only *one* connection has to be made in the air; only *two* when four sections are used—as compared with the 10 to 50 connections required by other types.

The simplicity of the feed lines (which run along the slot inside the cylinder) and the absence of external antenna elements have reduced wind, ice, and maintenance problems to the vanishing point. Provision has been made to mount a beacon lamp.

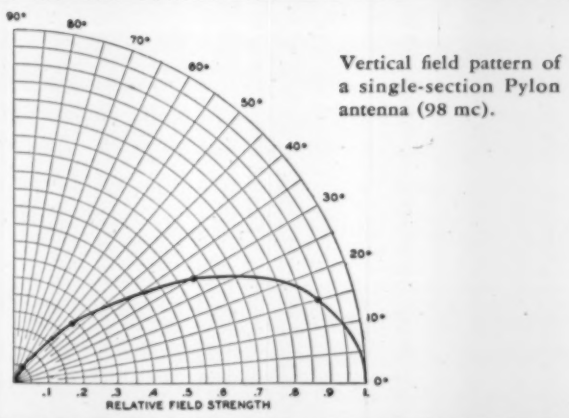
We believe the extra coverage promised by this new antenna—and the ease with which it can be erected—will make it *the* antenna for most FM installations. We'll be glad to send you complete "specs" immediately. Write Dept. 19-J2.

BROADCAST EQUIPMENT

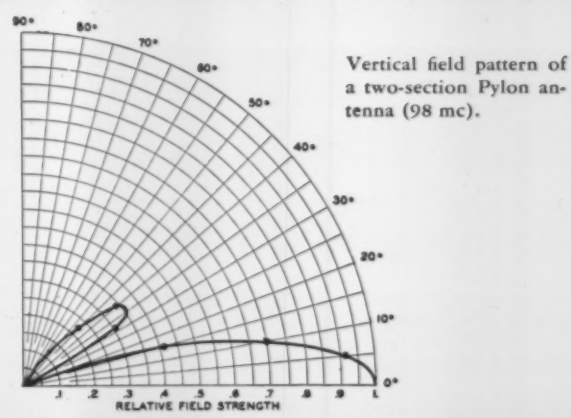
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



Vertical field pattern of a single-section Pylon antenna (98 mc).



Vertical field pattern of a two-section Pylon antenna (98 mc).

AM — STATION GRANTS IN 1946 — FM

(For Television Log, See October 7 Issue)

Based on Actions of FCC Since January 1

Standard

D-Day N-Night DA-Directional Antenna

City	Call Letters	Licensee	Frequency in Kilocycles	Power in Watts	Date Granted
ALABAMA					
Andalusia	WCTA	Andalusia Bestg. Co. Inc.	1340	250	3/13
Anniston	WOOB	Calhoun Bestg. Co.	1490	250	9/12
Birmingham	WKAX	Courier Bestg. Service Inc.	900	1,000–D	2/6
Birmingham	.....	Magic City Bestg. Co.	730	1,000–D	9/12
Birmingham	WTNB	Thomas N. Beach	1490	250	5/31
Cullman	WKUL	Cullman Bestg. Co.	1340	250	1/9
Gadsden	WGWD	G. W. Covington, Jr. (also licensee of WCOV Montgomery)	570	1,000–D	6/20
Gadsden	WGNH	General Newspapers Inc.	1400	250	6/20
Gadsden	WGAD	E. L. Roberts	1350	1,000–DA	6/20
Huntsville	WFUN	Huntsville Bestg. Co.	1450	250	8/22
Huntsville	WHBS	The Huntsville Times Co. Inc. (Same ownership as WSGN Birmingham)	1490	250	4/25
Jasper	WWWB	Walter W. Bankhead	1240	250	2/20
Mobile	WKRG	Giddens & Rester (minority interest in WAPO Chattanooga)	710	1,000–D	4/3
Mobile	WKAB	Pursley Bestg. Service	840	1,000–D	6/20
Montgomery	WMGY	Dixie Bestg. Co.	800	1,000–D	1/16
Selma	WGWC	G. W. Covington, Jr.	1340	250	2/13
Troy	WTBF	Troy Bestg. Corp.	1490	250	5/24
ARIZONA					
Douglas	KAWT	Carleton W. Morris (leasee of KSUN)	1450	250	6/13
Flagstaff	.....	Gene Burke Bropay	1240	250	10/3
Mesa	KARV	Ariz. Radio & Television Inc.	1400	250	5/24
Mesa	KTYL	Sun Valley Bestg. Co.	1490	250	9/19
Phoenix	KPSC	Sun Country Bestg. Co.	1450	250	4/10
Tucson	KCNA	Catalina Bestg. Co.	1340	250	7/11
Tucson	KCLB	Old Pueblo Bestg. Co. (minority interests also with minority holdings in KPHO Phoenix)	1450	250	7/11
Tucson	KTSC	Sun Country Bestg. Co.	1490	250	7/11
ARKANSAS					
Ft. Smith	.....	Donald W. Reynolds	950	1,000–D	10/3
Fort Smith	KWHN	KWHN Bestg. Co. Inc.	1320	500–N–DA 5,000–D	5/2
Harrison	KHOZ	Harrison Bestg. Corp.	1240	250	2/20
Paragould	KDRS	The Progressive Bestg. Co.	1490	250	5/10
Pine Bluff	KCLA	Radio Engineering Service	1400	250	
W. Memphis	KWEM	West Memphis Bestg. Corp.	990	1,000–D	5/24
CALIFORNIA					
Bakersfield	KERO	J. E. Rodman (also licensee of KFRE Fresno)	1230	250	3/7
Bakersfield	KAFY	Bakersfield Bestg. Co.	1490	250	6/13
Barstow	KWTC	Valley Bestg. Co.	1230	250	9/19
Calexico	KICO	Charles R. Love	1490	250	5/24
Dinuba	KRDU	Radio Dinuba	1130	250–D	7/18
Eureka	KHUM	Carroll R. Hauser	1240	250	6/13
Indio	KREO	Bestg. Corp. of America (also licensee of KPRO Riverside KROP Brawley)	1400	250	3/20
Lodi	KCVR	Central Valley Radio	1570	250–D	3/27
Paso Robles	KPRL	Leslie Henry Hacker	1230	250	3/7
Porterville	KTIP	J. F. Tighe	1450	250	8/7
Red Bluff	KBLF	Robert L. Weeks	1490	250	5/24
San Diego	KSDJ	Finley-McKinnon Bestg. Co.	1170	5,000	3/27
San Diego	KYOR	Silver Gate Bestg. Co.	1130	250–D	7/11
San Diego	.....	Studebaker Bestg. Co.	1250	250	7/19
San Diego	.....	San Diego Bestg. Co. (50% owned by majority stockholders in KFVD Los Angeles)	1510	5,000–D–DA 1,000–N–DA	10/3
San Jose	KSJO	Santa Clara Bestg. Co. (Principals connected with ownership of KIEM Eureka, Calif., and KIUN Grants Pass, Ore.)	1590	1,000–D	4/17
San Jose	KLOK	Valley Bestg. Co.	1170	5,000–D	3/27
San Mateo	KSMO	Amphlett Printing Co.	1550	250	3/20
San Mateo	KVSM	San Mateo County Broadcasters	1050	250–D	1/16
Santa Barbara	KIST	Harry C. Butcher	1340	250	4/26
Santa Maria	KCOY	News Press Publishing Co.	1400	250	5/24
Santa Monica	KXAR	Arthur H. Croghan	1580	5,000–D	
Visalia	KKIN	D. O. Kinnie	1400	250	3/27
COLORADO					
Boulder	KBOL	H. Herbert Hollister	1490	250	5/24
Colorado Springs	.....	James L. Frank	1450	250	9/5
Colorado Springs	.....	Pikes Peak Bestg. Co.	1240	250	10/3
Ft. Collins	KCOL	The Northern Colo. Bestg. Co.	1400	250	5/24
Pueblo	KALP	Alva B. Adams, Jr.	1490	250	9/12
Trinidad	KCRT	Corely Radio & Sound Service	1240	250	1/23
Trinidad	KSFT	Trinidad Bestg. Corp.	1280	500–N 1,000–D	1/23
CONNECTICUT					
New Britain	WKNB	The New Britain Bestg. Co.	840	1,000–D	3/7
Norwich	WNOC	Norwich Bestg. Co.	1400	250	5/16
Waterbury	WWCO	Mitchell G., Ruben E. Aronheim and Milton H. Meyers (also licensee of WEIM Fitchburg, Mass.)	1240	250	5/16
DISTRICT OF COLUMBIA					
Washington	WQQW	Metropolitan Bestg. Corp.	570	500–D	6/13

Commercial FM

C-Community (Class A) M-Metropolitan (Class B) R-Rural (Class B)
CP—Construction Permit EA—Grantee Engineering Approval
Cond.—Conditional Grantee

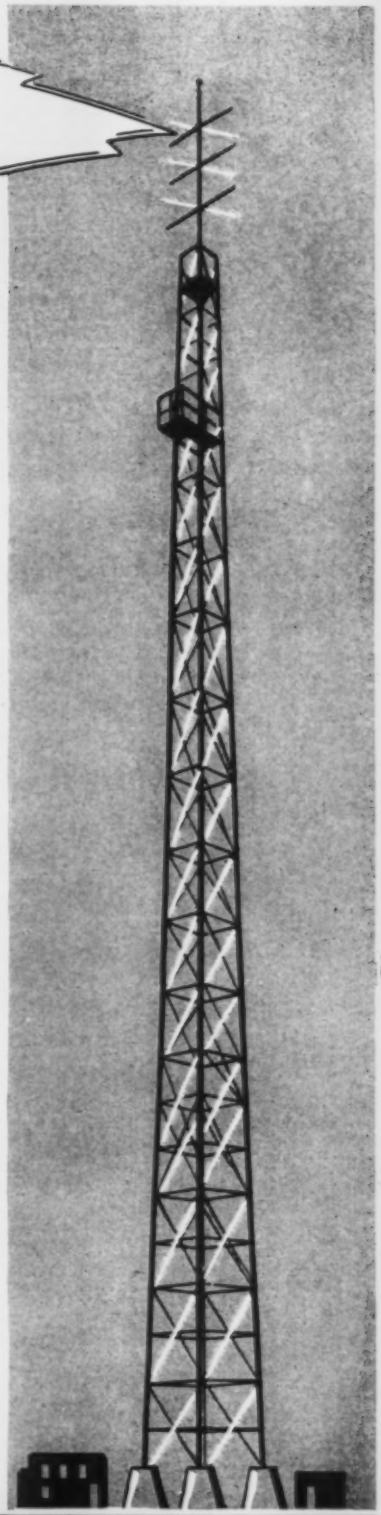
Location	Grantee (AM affiliation in parentheses)	Type of Station	Status of Authorization
ALABAMA			
Anniston	Harry M. Ayers (WHMA)	R	CP
Birmingham	The Birmingham News Co (WSGN)	M	Cond.
Birmingham	Birmingham Bestg. Co. (WBRC)	M	Cond.
Birmingham	Johnston Broadcasting Co. (WJLD)	M	CP
Birmingham	Voice of Alabama Inc.	M	Cond.
Huntsville	The Huntsville Times Co. Inc. (WBHS)	M	Cond.
Lanett	Valley Bestg. Co. (WRLD)	C	Cond.
Mobile	Mobile Daily Newspapers, Inc.	M	Cond.
Mobile	Giddens & Rester (WKRG)	M	CP
Mobile	Pape Broadcasting Co. (WALA)	M	EA
Montgomery	G. W. Covington, Jr. (WCOV)	M	Cond.
Montgomery	Montgomery Bestg. Co., Inc. (WSFA)	M possibly R	CP
ARKANSAS			
Fort Smith	Donald W. Reynolds	M possibly R	Cond.
Fort Smith	KWHN Bestg. Co. Inc. (KWHN)	M	Cond.
Fort Smith	Southwestern Hotel Co. (KFPW)	M possibly R	CP
Fort Smith	Oklahoma-Arkansas Bestg. Corp.	M	Cond.
CALIFORNIA			
Alameda	Times-Star Publishing Co.	M	Cond.
Bakersfield	McClatchy Bestg. Co. (KERN)	M	Cond.
Beverly Hills	Beverly Hills Bestg. Co.	C	Cond.
Berkeley	Central California Broadcasters, Inc. (KRE)	M	Cond.
Eureka	Redwood Bestg. Co. Inc. (KIEM)	M	CP
Fresno	J. E. Rodman (KFRE)	R	CP
Fresno	KARM, The George Harm Station (KARM)	M	CP
Marysville	Sacramento Valley Broadcasters	R	CP
Marysville	Marysville-Yuba City Broadcasters	M	Cond.
Oakland	Warner Brothers (KWBR)	M	CP
Oakland	Tribune Building Company (KLX)	M	Cond.
Ontario	The Daily Report	C	CP
Palo Alto	Peninsula Newspapers Inc.	C	CP
Pasadena	Rose Bowl Broadcasters Ltd.	C	CP
Riverside	The Broadcasting Corp. of America (KPRO)	M	CP
Sacramento	Lincoln Dellar	M	Cond.
Sacramento	Cent. Valleys Bestg. Co.	M	Cond.
Sacramento	McClatchy Bestg. Co. (KROY)	M	Cond.
San Bernardino	J. C. Lee and E. W. Lee (KFXM)	M	CP
San Bernardino	The Sun Co. of San Bernardino	M	CP
San Bruno	Radio Diablo Inc.	B	Cond.
San Diego	Studebaker Bestg. Co.	M	Cond.
San Diego	Airfan Radio Corp., Ltd. (KFSD)	M	Cond.
San Diego	The Jack Gross Bestg. Co.	M possibly R	Cond.
San Francisco	The Associated Broadcasters, Inc. (KSFO)	M	CP
San Francisco	ABC Inc. (KGO)	M	Cond.
San Francisco	NBC Inc. (KPO)	M	Cond.
San Francisco	KJBS Broadcasters (KJBS)	M	CP
San Francisco	Pacific Agr. Foundation Ltd. (KQW)	M	Cond.
San Jose	Valley Bestg. Co. (KLOK)	M possibly R	CP
San Jose	Santa Clara Bestg. (KSJO)	C	Cond.
San Luis Obispo	The Valley Electric Co. (KVEC)	M	CP
San Mateo	Amphlett Printing Co. (KHWA)	C	Cond.
San Mateo	Hughes Tool Co.	M	Cond.
Santa Barbara	News-Press Pub. Co.	M possibly R	Cond.
Santa Maria	Santa Maria Daily Times	C	CP
Stockton	E. F. Peffer (KGDM)	M possibly R	Cond.

(Continued on page 164)

FLORIDA					
Bradenton	WDHL	Manatee Bestg. Co. Inc.	1490	250	5/16
Clearwater	.....	Clearwater Bestg. Co.	680	1,000–D	9/12
Fort Lauderdale	WFTL	Fort Lauderdale Bestg. Co.	1400	250	1/19
Fort Pierce	WIRA	Indian River Bestg. Co.	1400	250	1/16
Hollywood	WFVL	Hollywood Bestg. Co. (Principals also in ownership WFTC Kinston, N. C.; WSSV Petersburg, Va.)	940	1,000–D	5/29
Lake City	WDSR	Deep South Radioways	1340	250	1/3
Orlando	WORZ	Central Fla. Bestg. Co.	740	1,000–DA	6/20
Palatka	WWPF	Palatka Bestg. Co.	800	250–D	8/22
Pensacola	WBSR	Escambia Bestg. Co.	1450	250	7/31
Tallahassee	WRHP	Tallahassee Appliance Corp.	1450	250	5/24
Tampa	WALT	W. Walter Tison	1110	1,000–D	7/18
GEORGIA					
Atlanta	WBGE	General Bestg. Co.	1340	250	
Covington	WMOC	The Covington News Inc.	1490	250	4/3
Douglas	WDMG	Downing Musgrove	860	1,000–D	8/22
Elberton	WSGC	Elberton Bestg. Co.	1400	250	6/13
Fitzgerald	WBHB	Stone & Ware	1240	250	4/26
Quitman	WKMA	"Radio South"	1490	250	4/17
Rome	.....	Coosa Valley Radio Co.	710	1,000–D	9/19
Rome	WBIX	Rome Radio Bestg. Co.	1190	1,000–D	9/9
Savannah	WFRP	Ga. Bestg. Co.	1230	250	4/17
Savannah	WCCP	Carter C. Peterson	1450	250	2/20
Savannah	WDAR	A. C. Neff	1400	250	5/31
Statesboro	WWNS	Alfred Dorman	1490	250	4/3
Thomaston	.....	The Voice of Thomaston	1020	250–D	10/3
Vidalia	WRQN	Vidalia Bestg. Co.	1450	250	8/1
IDAHO					
Boise	KGEM	Idaho Bestg. Co.	1340	250	
Boise	.....	Queen City Bestg. Co. Inc. (licensee of KIRO Seattle)	950	1,000–DA	8/22
Burley	KBIO	Jessica Longston Interests in KEIO Pocatello, KSEM Moses Lake, Wash.	1400	250	1/16
Caldwell	.....	Caldwell Bestg. Co. Inc.	1490	250	9/12
Coeur d'Alene	KVNI	Coeur d'Alene Bestg. Co.	1430	1,000–DA	1/9
Moscow	KRPL	Interstate Radio Inc.	1400	250	8/7
Pocatello	KEIO	Eastern Ida. Bestg. & Television Co.	1450	250	6/27
Pocatello	KCSG	Pocatello Bestg. Co.	1490	250	6/27
Pocatello	KEYY	Radio & Television Bestg. Co.	1240	250	6/27
Twin Falls	KLIX	Southern Idaho Bestg. and Television Co.	1340	250	1/16
Twin Falls	KVMV	Radio Sales Corp.	1450	250	1/16

(Continued on page 22)

GET IT FIRST, BUT— FIRST GET IT RIGHT



As NAB delegates meet again to explore various means by which new improvements may be achieved in American radio techniques, International News Service respectfully invites the entire industry to examine the part INS plays in the informative, reliable presentation of news.

When your station has INS, you have the power of selection from the most brilliant and diversified news coverage of the entire world. You get ALL the news from all over the world, written so that it may be broadcast easily—and understood—with all the human interest material that builds a loyal listening audience.

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INTERNATIONAL NEWS SERVICE

LANG-WORTH *Releases*

OCTOBER: Tommy Dorsey; Frankie Carle; Tommy Tucker; Frankie Masters; Blue Barron, Del Courtney, Chuck Foster; Lang-Worth Symphony Orchestra (D'Artega, Dir.); Cote Glee Club; Foy Willing and the Riders of the Purple Sage; Johnny Pineapple's Hawaiian Islanders; Bee Gee Tavern Band (Polkas); Leonard Stokes (Hymns); Dinner Music.

NOVEMBER: Tommy Dorsey; Frankie Carle; Tommy Tucker, Tony Pastor; Del Courtney; Chuck Foster; Lang-Worth Symphony Orchestra (D'Artega, Dir.); Cote Glee Club; Foy Willing and the Riders of the Purple Sage; The Cavalcade of Music starring Rosa Linda (D'Artega, Dir.), *The Elm City Four (Barbershop); *Eva Garza and Her Gay Caballeros; The Silver Strings; Joe Sodja Trio; Dinner Music.

**New Artists*

. . . Today . . . Tomorrow and Tomorrow!

Every department of Lang-Worth's BASIC Library does include more Name Stars than any other similar program service . . . however, from a Broadcaster's standpoint, Lang-Worth's great value is not in the Basic Library alone but rather in the continuous flow . . . *MONTH AFTER MONTH* . . . of nationally-known Stars featured in every department of good programming. See "Lang-Worth's Releases" on left-hand page.

Each monthly release is designed to provide: 1, NEW tunes by "Old" Lang-Worth artists; 2, NEW artists to vary and sparkle the overall service; 3, BALANCE as determined by the program needs of Lang-Worth affiliates. The Basic Library of well over 4000 selections lists over 100 nationally-known artists . . . these together with the monthly releases is Lang-Worth's guarantee for *"Today — Tomorrow and Tomorrow."*

LANG-WORTH Feature Programs, Inc. 113 WEST 57th STREET • NEW YORK CITY
882-883, PALMER HOUSE (NAB Convention)

AM Stations

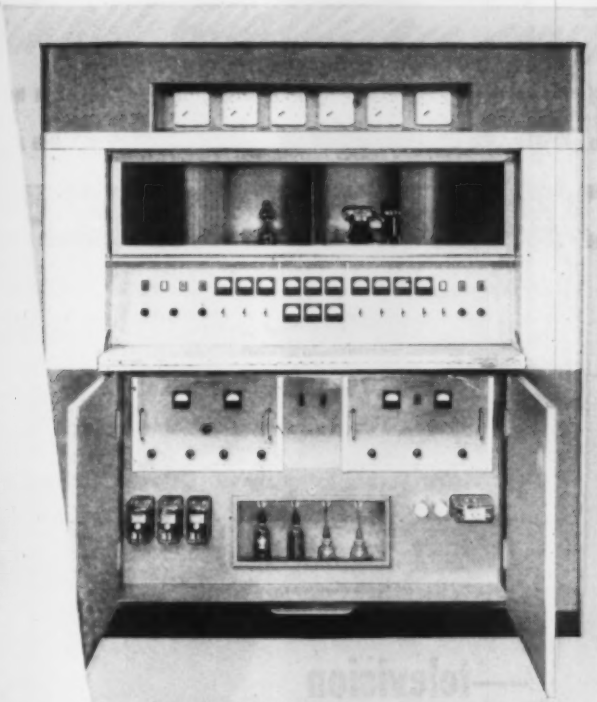
(*Continued from page 18*)

City	Call Letters	Licensee	Frequency in Kilocycles	Power in Watts	Date Granted
ILLINOIS					
Belleville	WIBV	Belleville Bcstg. Co.	1060	250-D	8/1
Carbondale	.....	Southern Ill. Bcstg.	1020	1,000-D	6/20
Centralia	WCNT	Hobart Stephenson	1210	1,000-D	2/27
Evanston	WNNP	Evanston Bcstg. Co.	1590	1,000-D	5/10
Kankakee	WKAN	Kankakee Daily Journal Co.	1320	1,000-D	3/20
Mattoon	WLBH	Mattoon Bcstg. Co.	1170	250-D	5/24
Moline	WQUA	Moline Bcstg. Co.	1230	250	4/10
Pekin	WSIV	Pekin Bcstg. Co. Inc.	1140	250-D	1/16
Peoria	.....	Radio Corp.	1580	1,000-D	9/19
Peoria	WIRL	Ill. Valley Bcstg. Co.	1290	5,000-DA	8/9
Peoria	WMMJ	Mid-State Bcstg. Co.	1020	1,000-D	6/20
Peoria	WEEK	West Central Bcstg. Co.	1350	1,000-DA	6/6
Quincy	WFAR	Illmo Bcstg. Corp.	1230	250 (Rescinded 6/20)	4/10
INDIANA					
Anderson	WCBC	Civic Bcstg. Corp.	1470	1,000-D	8/15
Bloomington	WSUA	Warren, Davis, Yaeger & Ford	1010	1,000-D	3/20
Bloomington	WTOM	Fred O. Grimwood	1490	100	6/13
Indianapolis	WBBW	Associated Broadcasters Inc.	1550	250-D	1/30
North Anderson	WCBC	Civic Bcstg. Corp.	1470	1,000-D	8/1
Terre Haute	WTHI	Wabash Valley Bcstg. Corp. (interest held by stockholder in KVPO Honolulu)	1480	1,000	6/6
IOWA					
Creston	.....	Southwest Iowa Bcstg. Co.	1520	1,000-D	8/1
Davenport	KSTT	Davenport Bcstg. Co. Inc. (50% held by half-owner of WJBC Bloomington, Ill.)	750	250-D	2/27
Des Moines	KCBC	Capital City Bcstg. Co.	1390	1,000-DA	8/7
Muscatine	KWPC	Muscatine Bcstg. Co. Ltd.	860	250-D	6/13
KANSAS					
Arkansas City	KSOK	The Traveler Publishing Inc.	1280	1,000-D	6/20
Hutchinson	KWHK	James E. Murray	1190	1,000-D	5/24
KENTUCKY					
Corbin	WCTT	The Corbin Times-Tribune Inc.	1400	250	5/10
Lexington	WKLX	The Kentucky Bcstg. Co.	1300	250	2/20
Lexington	WLEX	Central Ky. Bcstg. Co.	1340	250	4/26
Madisonville	WCIF	Madisonville Bcstg. Co. Inc. (Owned as part of Lackey stations, see Mayfield listing below)	730	250-D	4/10
Mayfield	WNGO	West Ky. Bcstg. Co.	1320	1,000-D	5/16
Mayfield	WKTM	Mayfield Bcstg. Co. Inc. (also part owned by Lackey stations WHOP, WPAD, WSON, and CP at Madisonville)	1050	250-D	5/16
Middlesboro	WMIK	Middlesboro Bcstg. Co.	1450	250 (rescinded 7/25)	4/10
Paducah	WKYB	Paducah Newspapers Inc.	800	1,000-D	4/10
LOUISIANA					
Alexandria	KPDR	Central La. Bcstg. Corp.	1490	250	2/20
Alexandria	KSYL	Fox Bcstg. Co.	1400	250	3/13
Baton Rouge	WLCS	Air-Waves Inc.	1400	250	3/29
Houma	KCIL	Charles Wilbur Lamar, Jr.	1490	250	4/3
Lake Charles	.....	Alonzo Stanford Dudley	1400	250	10/3
New Iberia	KANE	New Iberia Bcstg. Co.	1240	250	1/9
New Orleans	.....	Supreme Bcstg. System Inc.	990	250-D	9/19
New Orleans	.....	The Times Picayune Pub. Co.	940	1,000-D	9/12
MAINE					
Augusta	WFAU	Twin City Bcstg. Co. Inc. (also licensee of WCOU Lewiston)	1340	250	4/3
Bangor	WJOR	Bangor Bcstg. Service	1230	250	6/26
Portland	WMTW	The Yankee Network Inc. (See other Yankee Network Stations WAAB, WNAC, WEAN, WONS, WICC)	1490	250	5/16
Waterville	WTVL	Kennebec Bcstg. Co.	1490	250	1/3
MARYLAND					
Annapolis	WANN	Annapolis Bcstg. Corp.	1190	1,000-D	7/18
Annapolis	WASL	Chesapeake Radio Corp.	810	250	4/25
Bethesda	WBCC	Broadcast Management Inc.	1120	250-D	9/12
Silver Spring	WGAY	Tri-Suburban Bcstg. Corp.	1050	1,000-D	9/12
MASSACHUSETTS					
Brockton	WBET	Enterprise Publ. Co.	990	250-D	
Chicopee	WACE	Regional Bcstg. Co.	730	1,000-D	3/20
Gardner	WHOB	Gardner Bcstg. Co.	1490	250	8/1
Haverhill	WHGF	Haverhill Gazette Co.	1490	250	8/1
Malden	WBMS	Templetone Radio Mfg. Co.	1090	1,000-D	5/
Worcester	WNEB	New England Bcstg. Co.	1230	250	5/16
MICHIGAN					
Adrian	.....	The Adrian Bcstg. Co.	1500	250-D	8/7
Alpena	WPNA	Alpena Bcstg. Corp.	1340	250	5/24
Alpena	WATZ	Midwestern Bcstg. Co. (also licensee of WTCM Traverse City, and WMBN in Petosky, Mich.)	1450	250	5/29
Benton Harbor	WPPD	Palladium Publishing Co.	1060	1,000-D	7/11
Dearborn	WKMH	Suburban Broadcasters	1540	1,000-D	8/29
Flint	.....	Central Bcstg. Corp.	600	1,000-D	7/17
Flint	WMRP	Methodist Radio Parish Inc.	1510	250-D	4/3
Iron Mountain	WIKB	Upper Mich.-Wis. Bcstg. Co. Inc. (also licensee of WATW Ashland, Wis.)	1230	250	5/24
Iron Mountain	WIKA	Iron Mt.-Kingsford Bcstg. Co.	1450	250	9/12
Kalamazoo	.....	Southwestern Mich. Bcstg. Co.	1360	1,000	9/12
Muskegon	WMUS	Greater Muskegon Broadcasters Inc.	1090	1,000-D	6/13
Petosky	WMBN	Midwestern Bcstg. Co. (also licensee of WTCM Traverse City; WPNA Alpena, Mich.)	1340	250	6/20
Saginaw	WKNX	Lake Huron Bcstg. Co.	1210	1,000-D	8/22
MINNESOTA					
Bemidji	KBUN	Bradford & Pihl	1450	250	5/21
Marshall	KMHL	Henry Willard Linder	1400	250	6/13
Thief River Falls	KTRF	Henry K. Arneson	1230	250	8/22
MISSISSIPPI					
Columbia	WCJU	Forrest Bcstg. Co. (licensee of WFOR Hattiesburg, Miss.)	1450	250	8/1
Jackson	WJQS	Mississippi Bcstg. Co. Inc. (also licensee of WCOC Meridian)	1400	100	3/20
Laurel	WLAU	Southland Bcstg. Co.	1490	250	2/13
Meridian	WTOK	Meridian Bcstg. Co.	1450	250	4/11
Philadelphia	WDUE	Duke H. Thornton	1490	250	4/10
Yazoo City	WAZF	Barrier, Barrier & Holmes	1230	250	8/22
MISSOURI					
Clayton	KXLW	St. Louis County Bcstg. Co.	1320	1,000-D	9/12
Joplin	KSWM	Air Time Inc.	1230	250	2/6
St. Joseph	KRES	Mo. Valley Bcstg. Corp.	1230	250	3/7
West Plains	KWPM	Robert F. Neathery	1450	250	8/1
MONTANA					
Anaconda	KANA	Mosby's Inc. (also licensee of KGVO Missoula)	1230	250	4/10
Billings	KBMY	Billings Bcstg. Co.	1240	250	2/13
Butte	KBOW	Copper City Radio Co.	1490	250	4/25
Great Falls	KSTR	Great Falls Bcstg. Co.	1400	250	6/27
Havre	KAVR	Montana Broadcasters	1240	250	9/12
Havre	.....	Northern Bcstg. Co.	1340	250	10/3
Lewistown	KXLO	Capital Bcstg. Co. (principals also connected with ownership KGRH Fayetteville, Ark.)	1230	250	4/3
Livingston	KPRK	Yellowstone Amusement Co.	1340	250	9/5
NEVADA					
Elko	KERS	Elko Service Co. (also with 45% interest in KVNU Logan, Utah)	1340	250	7/25
Ely	KELN	Boulder City Bcstg. Co.	1230	250	1/3
Las Vegas	.....	Las Vegas Broadcasters Inc. (principals in ownership of KQW San Francisco)	1230	250	9/5
Reno	KATO	Sierra Bcstg. Co.	1340	250	3/7
Reno	KOLO	Reno Bcstg. Co.	920	1,000-DA-N	3/7
NEW HAMPSHIRE					
Berlin	WMOU	White Mountains Bcstg. Co.	1230	250	7/25
Concord	WCNH	Concord Bcstg. Corp.	1240	250	1/3
NEW JERSEY					
New Brunswick	WCTC	Chanticleer Bcstg. Co.	1450	250	6/27
Vineland	WWBZ	Community Bcstg. Service Inc.	1860	1,000-D	4/25
NEW MEXICO					
Albuquerque	KOAT	Rio Grande Bcstg. Co. Inc. (interlocking ownership with new station at Gallup, N. M.)	1450	250	2/20
Artesia	KSVP	Intermountain Bcstg. Co.	1450	250	8/1
Hot Springs	KCHS	Sierra Bcstg. Service	1400	250	4/10
Raton	KFUH	Southwest Broadcasters Inc. (licensee of KFUN Las Vegas, N. M.)	1490	250	7/25
Santa Fe	KTRC	The N. M. Publishing Co.	1400	250	4/17
NEW YORK					
Binghamton	WINR	Southern Tier Radio Service Inc.	1490	250	3/29
Geneva	.....	Star Bcstg. Co. Inc.	1240	250	9/19
Glens Falls	WKTD	Glens Falls Publicity Corp.	1230	100	6/6
Glens Falls	WWSC	Great Northern Radio Inc.	1450	250	7/2
Malone	WICY	North Country Bcstg. Co.	1490	250	4/10
Oyster Bay, L. I.	WKBS	Eastern Bcstg. Co. Inc.	1520	250-D	9/19
Rochester	WRNY	Monroe Bcstg. Co. Inc.	680	250-D	3/7
Syracuse	WNDR	Syracuse Bcstg. Corp.	1260	5,000-DA-N	5/16
Utica	WGAT	Central Bcstg. Co. (grantees WNOC Norwich, Conn.)	1100	250-D	8/1
NORTH CAROLINA					
Asheboro	WGWR	Asheboro Bcstg. Co.	1260	1,000-D	5/24
Asheville	WNCA	Community Bcstg. Co.	1340	250	1/13
Asheville	WBUZ	Radio Asheville Inc.	1490	100	9/12
Dunn	WCKB	N. C. Central Broadcasters Inc.	780	1,000-D	6/13
Durham	WDUK	Couch, Campbell & Lancaster (interests connected with WJHL Johnson City, Tenn. and WSPB Sarasota, Fla.)	1310	1,000-D	2/27
Durham	WTIK	Durham Bcstg. Co. Inc.	730	500-D	2/27
Durham	WHHT	Harold H. Thoms (also owns WISE Asheville, part owner of WAYS Charlotte and WKIX Columbia, S. C.)	1580	1,000-D	4/10
Fayetteville	.....	Fayetteville Broadcasters Inc.	1490	250	9/12
Hendersonville	WGKL	Redege Bcstg. Co.	1450	250	6/27
High Point	.....	High Point Enterprise Inc.	830	1,000-D (grant set aside 4/26)	3/7
Leaksville	WLOE	Douglas L. Craddock	1490	100	3/13
Lenoir	WJRI	John P. Rabb	1340	250	5/10
Lexington	WBUY	Davidson County Bcstg. Co.	1190	250-D	1/9
Lumberton	WTSB	Robeson Bcstg. Corp.	1340	250	1/3

(*Continued on page 26*)

here's the true operator's transmitter

——BACKED BY THE OPINIONS OF FM OPERATORS IN 56 CITIES IN 22 STATES



Smartly styled FM transmitters (in two-tone blue and grey) are built in lightweight aluminum cubicles to facilitate portability and rapid installation.

Here's the answer to many of your hopes . . . an FM transmitter packed with the features you want most, as revealed by an extensive survey among station owners and operators throughout the country.

In this survey, 96% wanted a roomy transmitter . . . one with complete, fast and easy accessibility. This important feature shows up in many ways in the Westinghouse FM transmitters:

Example: you can service any tube quickly from easily-opened front panels.

Example: high-voltage rectifier tubes can be checked visually, any time, through glass panels.

Example: oscillator-driver-audio and center frequency control units are built on standard relay rack chassis and equipped with plug-in connectors for easy removal.

Making your job easy is a keynote of the entire Westinghouse FM design. Meters and indicating instruments are at eye level. All overload protection is fuseless. And to place the transmitter in operation it is only necessary to connect the audio input, r.f. transmission line and input power supply.

This improved design is the product of another vital fact: the unmatched experience of Westinghouse engineers in actual station operation of five FM and six AM stations. Get the facts today from your nearest Westinghouse office. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-02082-A

This new book gives you the complete picture story of the operating advantages built into Westinghouse transmitters and the way operators approved them. Ask for your copy of B-3829.

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

DIXIE B. McKEY
ROBERT C. SHAW

—standard broadcasting

—high frequency communications

—television

—antenna design

—field surveys

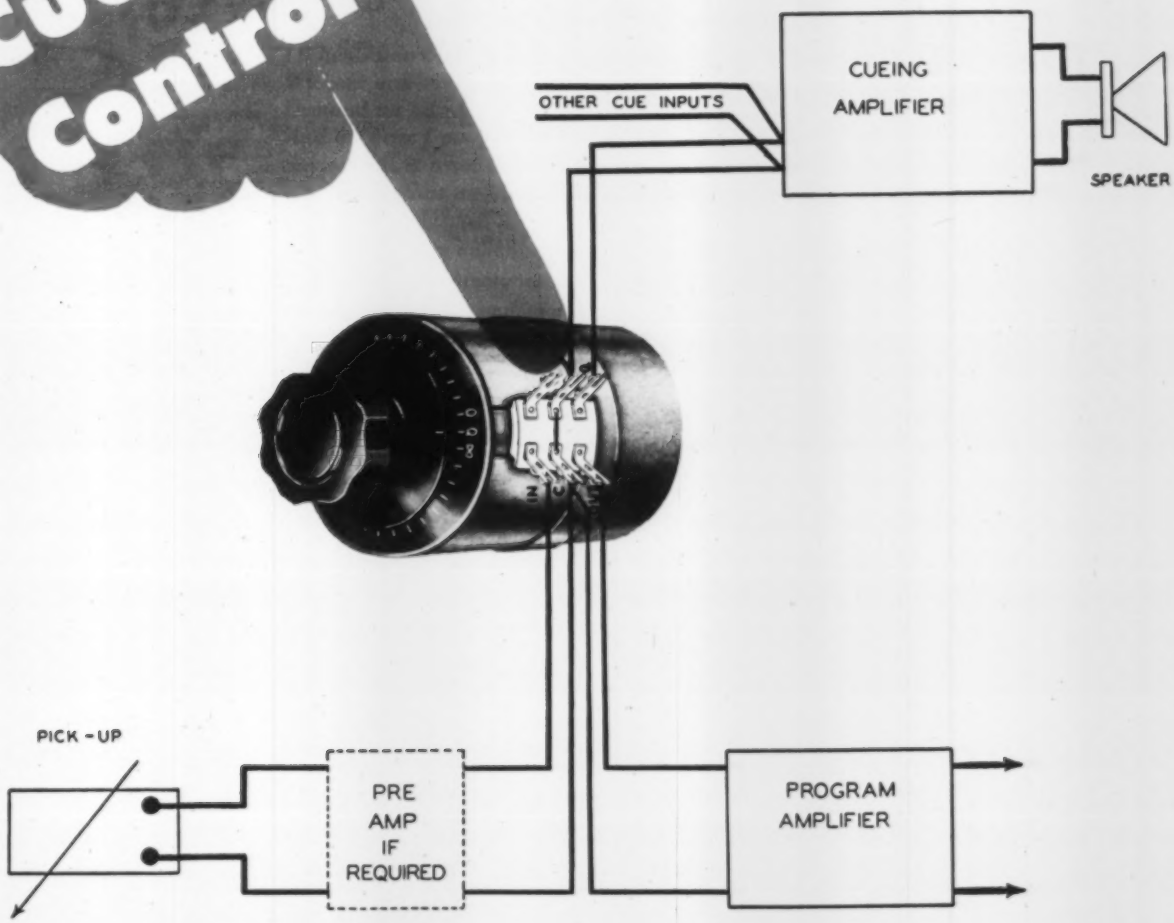
CONSULTING ENGINEERS

1730 Connecticut Ave., N. W.

Washington, D. C. **ADams 3711**

Direct Cueing Control

without auxiliary switches



DAVEN ATTENUATORS *with Built-in cueing controls*

are now available . . . from stock . . .

DAVEN attenuators may now be obtained with a cueing control. Auxiliary switching mechanisms are no longer required to cue recordings, transcriptions and remote or network programs.

The control itself will serve to transfer the program material to a separate cueing amplifier. Provision is made at the extreme attenuation position for connecting the incoming signal to a cue circuit before "fading in" the signal. As a result, a program can be smoothly "brought in" at the right time without the operation of any additional switches. A lug on the terminal board is provided for connection to the cueing system.

The cueing feature may be supplied on any type of Daven attenuator. However, it is primarily recommended on those controls used for mixing, which are provided with a taper to infinity. For further details write to our Sales Department.

APPLICATIONS

- **Broadcast Stations**
- **Recording Studios for Playback**
- **Wired Music Services**
- **Sound Film Industry**
- **Dubbing & Re-recording for Sound Effects**

THE DAVEN CO.

191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

AM Stations

(Continued from page 22)

City	Call Letters	Licensee	Frequency in Kilocycles	Power in Watts	Date Granted
NORTH CAROLINA—(Continued)					
Mt. Airy	.....	Ralph D. Epperson	740	250	10/3
North Wilkesboro	.....	Carolina Northwest Bcstg. Co. (ridge)	1400	250	9/12
North Wilkesboro	.....	Wilkes Bcstg. Co. (minority stockholder with interest in WASL Annapolis)			
Rockingham	WAYN	Wayne M. Nelson (also licensee of WEGO Concord)	900	1,000-D	3/7
Sanford	WWGP	Lee Bcstg. Corp.	1050	1,000-D	4/10
Tarboro	WCPC	Tarboro Bcstg. Co. Inc.	760	1,000-D	8/22
Whiteville	WENC	Whiteville Bcstg. Co.	1240	250	1/9
Wilmington	WGNI	General Newspapers Inc.	1340	250	1/3
NORTH DAKOTA					
Dickinson	KDLK	Dickinson Radio Assn. (interests also connected with KGCU Mandan, N. D.)	1230	250	7/18
OHIO					
Canton	WCMW	Stark Bcstg. Corp.	1060	1,000-D	4/3
Toledo	WTOD	Unity Corp. Inc.	1560	1,000-D	2/27
Worthington	WRFD	Peoples Bcstg. Corp. (Licensee of WLAN Lancaster, Pa.)	880	5,000-D	6/13
OKLAHOMA					
Altus	KWHW	Altus Bcstg. Co.	1450	250	7/25
Chickasha	KWCO	Washita Valley Bcstg. Corp.	1560	250	3/7
Stillwater	KSPI	Stillwater Publishing Co.	840	250-D	8/1
Tulsa	KFMJ	Fred Jones Bcstg. Co.	1050	1,000-D	6/13
Tulsa	KAKC	Public Radio Corp.	1570	1,000-D	8/1
OREGON					
Ashland	KWIN	Rogue Valley Bcstg. Co. Inc.	1400	250	4/3
Eugene	KUGN	Valley Bcstg. Co.	1400	250	2/6
Medford	KYJZ	Medford Printing Co.	1230	250	8/22
Portland	KJXD	John W. Davis	800	250-D	7/18
PENNSYLVANIA					
Allentown	WWPA	Allentown Bcstg. Co. (ownership with WNAR Norristown and WWNR Beckley, W. Va.)	1580	1,000-D	5/24
Altoona	WJSW	Altoona Bcstg. Co.	650	250-D	9/
Altoona		Thompson Bcstg. Co.	1240	250	8/28
Bethlehem	WGPA	The Bethlehem Globe Publishing Co.	1100	250-D	3/27
Chambersburg	WCHA	Chambersburg Bcstg. Co.	800	1,000-D	3/27
Huntingdon	WHUN	Joseph F. Biddle Pub. Co.	1400	250	4/17
Lancaster	WLAN	Peoples Bcstg. Co. (Licensee WRFD Worthington, O.)	1270	1,000-D	3/7
Lebanon	WLBR	Lebanon Bcstg. Co.	1270	1,000-D	3/7
Lock Haven	WBPZ	Lock Haven Bcstg. Corp.	1320	1,000-D	7/11
McKeesport	WMCK	Mon-Yough Bcstg. Co.	1360	1,000	9/12
McKeesport	WEDO	Tri-City Bcstg. Co. Inc.	810	1,000-D	3/27
Norristown	WNAR	Rahall Bcstg. Co. Inc. (also permittee of WWNR Beckley, W. Va., and connected with Allentown Bcstg. Co.)	1110	500-D	3/13
Philadelphia	WJMJ	Patrick Joseph Stanton	1530	10,000-D	5/10
Pottsville	.....	Miners Bcstg. Service	1450	250	8/9
Reading	WHUM	Eastern Radio Corp.	1240	250	2/13
Warren	WNAE	Northern Allegheny Bcstg. Co. (minority stockholder with interests in WKMO Kokomo, Ind.)	1310	1,000-D	7/25
Wilkes-Barre	.....	Wyo. Valley Bcstg. Co. (minority stockholder is owner of WCED DuBois)	1450	250	8/9
RHODE ISLAND					
Providence	.....	R. I. Bcstg. Co.	1220	250-D	10/3
Woonsocket	WEBI	Asso. Electronic Enterprises (minority interest held by owner WNHC New Haven)	1240	1,000-D	7/11
SOUTH CAROLINA					
Charleston	WCBP	Charleston Broadcasters	730	1,000-D	8/7
Charleston	WHAN	Charleston Bcstg. Co.	1340	250	5/24
Columbia	WNOK	Palmetto Bcstg. Co.	1230	250	8/29
Greenville	WESC	Greenville Bcstg. Co.	660	5,000-D	8/9
Hartsville	WHSC	Hartsville Bcstg. Co.	1450	250	1/3
Orangeburg	WRNO	Observer Radio Co.	1450	250	7/2
Newberry	WKDK	Newberry Bcstg. Co.	1240	250	5/16
SOUTH DAKOTA					
Mitchell	KMHK	Mitchell Bcstg. Assn.	1490	250	7/18
TENNESSEE					
Chattanooga	.....	Joe V. Williams, Jr.	1490	250	8/1
Dyersburg	WDSG	State Gazette Bcstg. Co.	1450	250	1/3
Greeneville	WGRV	Greeneville Bcstg. Co.	1340	250	1/3
Lewisburg	WJJM	James J. Murray	1490	250	4/10
Memphis	WHHM	Herbert Herff	1340	250	2/13
Oak Ridge	WOND	Highlands Broadcasters Inc. (minority interest held by owner of WLAK Lakeland Fla., and principal in WHUB Cookeville, Tenn., and WLAC Nashville)	1450	250	7/25
Oak Ridge	WBOM	Pellegrin & Gruenther	1490	250	4/3
Pulaski	WKSR	Pulaski Bcstg. Co.	730	250-D	9/12
Shelbyville	WHAL	Shelbyville Bcstg. Co.	1400	250	4/26
Union City	WENK	Union City Bcstg. Co. Inc. (50% interest held by A. B. Robinson, 20% owner of WCMA Corinth)	1240	250	4/17
TEXAS					
Alice	KBKI	Alice Bcstg. Co.	1070	1,000-D	8/1
Alpine	KVLE	Big Bend Broadcasters	1490	250	9/5
Bay City	KIOX	Bay City Bcstg. Co.	1110	1,000-D	3/7
Borger	KRGH	Richard George Hughes	1490	250	8/28
Corpus Christi	.....	Corpus Christi Bcstg. Co.	1230	250	9/12
Dallas	KIXL	Variety Bcstg. Co. Inc.	1040	1,000-D	8/7
Fort Worth	KWBC	Worth Bcstg. Co.	970	1,000-D	6/27
Goose Creek	KRCT	Bay Bcstg. Co.	650	250-D	8/22
Henderson	KGRI	Goggan Radio Sales	1000	250-D	8/9
Houston	.....	Texas Broadcasters (also owners of WDSU New Orleans)	1590	1,000-DA	7/18
Houston	.....	Lee Segall Bcstg. Co.	1430	1,000-D	9/12
Jacksonville	KEBE	Billie Averitte Laurie (also in ownership of KNET Palestine)	1400	250	4/10
Lubbock	KCBD	Caprock Bcstg. Co.	1590	1,000-DA	7/18
Lubbock	KSEL	Lubbock Bcstg. Co. (principals connected with KTNM Tucumcari, N. M., and KFDA Amarillo)	950	1,000	8/1
Mineral Wells	.....	Alfred A. Corcanges	1140	250-D	9/12
Odessa	KRIG	Oil Center Bcstg. Co. (minority interest held by 50% owner of KIUN Pecos, Tex.)	1410	1,000-DA	1/17
Odessa	.....	Southwestern Bcstg. Corp.	1450	250	8/28
Odessa	KECK	Ector County Bcstg. Co.	920	1,000-D	8/9
Odessa	KOBE	Odessa Bcstg. Co.	1360	5,000-D	8/9
Stamford	KDWT	David W. Ratliff	1400	250	8/29
Texarkana	KTFS	Texarkana Bcstg. Co. (H. N. Fones, minority, with 30% interest in State-Gazette Bcstg. Co., Dyersburg, Miss.)	1400	250	7/18
UTAH					
Ogden	KSLO	James B. Littlejohn	730	1,000-D	7/25
Provo	KSJU	Central Utah Bcstg. Co.	1490	250	8/1
Richfield	KSVC	The Sevier Valley Bcstg. Co.	690	1,000-D	8/22
Vernal	KJAM	The Uintah Bcstg. Co.	1340	250	4/10
VERMONT					
Burlington	WJOY	Vermont Bcstg. Corp.	1230	250	2/6
VIRGINIA					
Arlington	WARL	Northern Virginia Broadcasters Inc.	780	1,000-D	6/13
Bristol	WCYB	Appalachian Bcstg. Corp.	690	1,000-D	8/1
Bristol	WFHG	Blanfox Radio Co. Inc. (license of WHLN Harlan, Ky.)	860	1,000-D	8/1
Crewe	.....	Southern Va. Bcstg. Corp.	650	1,000-D	9/19
Galax	WBOB	Carroll-Grayson Bcstg. Corp. (minority affiliations with WMVA Martinsville)	1400	250	5/10
Oak Hill	.....	Robert R. Thomas, Jr.	860	250-D	9/19
Portsmouth	WLOW	Commonwealth Bcstg. Corp.	1590	1,000-D	7/25
Roanoke	WROV	Blue Ridge Bcstg. Corp.	1490	250	3/20
WASHINGTON					
Bremerton	KBRO	Bremerton Broadcast Co.	1490	250	3/7
Moses Lake	KSEM	Columbia Basin Broadcasters (See KBIO Burley, Ida.)	1450	250	8/1
Mt. Vernon	KBRC	Beckley Radio Co.	1430	500-D	3/27
Spokane	KREM	Cole Wylie	1340	250	8/1
Walla Walla	KWWB	Walla Walla Bcstg. Co.	1490	250	4/10
WEST VIRGINIA					
Beckley	WWNR	Rahall Bcstg. Co. Inc. (also licensee of WNAR Norristown, Pa. and permittee of Allentown, Pa., Bcstg. Co.	1450	250	3/7
Charleston	WKNA	Joe L. Smith, Jr. (also licensee of WJLS Beckley)	950	1,000-DA	3/20
Charleston	WTIP	Chemical City Bcstg. Co.	1240	250	3/20
Charleston	WCAW	Capitol Bcstg. Corp.	1400	250	3/20
Huntington	WPLH	Huntington Bcstg. Corp.	1450	250	6/27
Huntington	WHTN	Greater Huntington Radio	800	1,000-D	6/19
Martinsburg	WEPM		1340	250	
Montgomery	WMON	Fayette Associates Inc.	1340	250	1/16
Ronceverte	WRON	William E. Blake	1400	250	6/27
WISCONSIN					
Kenosha	WEPQ	William L. Lipman	1050	250-D	7/11
Milwaukee	WFOX	Wisc. Bcstg. System Inc.	860	250-D	4/3
Rhinelander	WOBT	The Oneida Bcstg. Co.	1240	250	9/12
Superior	WSBR	WFCB Inc.	1490	250	4/25
Waukesha	WAZW	WAUK Bcstg. Co.	1510	250-D	7/25
WYOMING					
Caspar	KVOC	Natrona County Tribune	1230	250	2/6
Cody	KODI	Big Horn Basin Bcstg. Co.	1400	250	5/24
HAWAII					
Honolulu	KVPO	Pacific Frontier Bcstg. Co. Ltd. (part interest held by stockholder in Terre Haute, Ind., grantee)	690	10,000	3/20
Honolulu	KPOA	The Island Bcstg. Co.	630	5,000	4/10
Wailuku	KMVI	Maui Publishing Co.	550	1,000	4/17
PUERTO RICO					
Arecibo	WCMN	Carribean Bcstg. Corp.	1280	1,000	7/18
Mayaguez	WKJB	Jose Bechara, Jr.	1340	250	8/7
Mayaguez	WPBP	Paradise Bcstg. Co.	1450	250	4/25
Mayaguez	WECW	The Electronics Corp. of Puerto Rico	1490	250	6/20
San Juan	WAPA	Jose Ramon Quinones	680	10,000	4/25

"Do not twist the dial, Mother, You are tuned to KFI!"

By
Glanville Openjaw Heisch
Poet Laureate

(When Messrs. Petry, Voynow, Christal
Without arm-twist, knife or pistol,
Demand an ad repeated from Broadcasting '42,
And we hear from other voices
Saying this is what their choice is,
It's obvious that we must follow through.)

Any station in the nation
Can prepare a presentation
With a mess of facts and figures to amaze you.
Then can prove in easy stages
On a measly eighty pages
That *their* air's the only air that really pays you.

Without benefit of Hooper
They can show they're super-dooper,
And have bagged the listening audience *en toto*.
They can do it without wincing
In a manner most convincing—
With a suaveness that surpasses Mr. Moto.

They divide the U. S. Census
By their salesmen's expenses
Minus local draft board numbers of their clients
Times the sets that aren't in use then—
Plus their wavelength, and deduce then
That their tune-in's on the upgrade. (What a science!).

If your sales curve is sagging,
WE could show you without bragging
That not using KFI is all that ails you.
With a "do-or-dial" smile
We could prove that KFI'll
Cut the mustard where another station fails you.

We could roar, and rave, and rant some—
We could run high, wide and handsome
Through our rivals with our survey* proudly flying.
But we'll mind our P's and Q's'n
Just remind you in conclusion:
It's those KFI results that KEEP 'EM BUYING!

**Guess Hooperparedit?*

P.S.
From the sidewalks of Seattle
To the heart of deepest Texas
We welcome competition—
Especially KNX's.

KFI **NBC FOR LOS ANGELES**

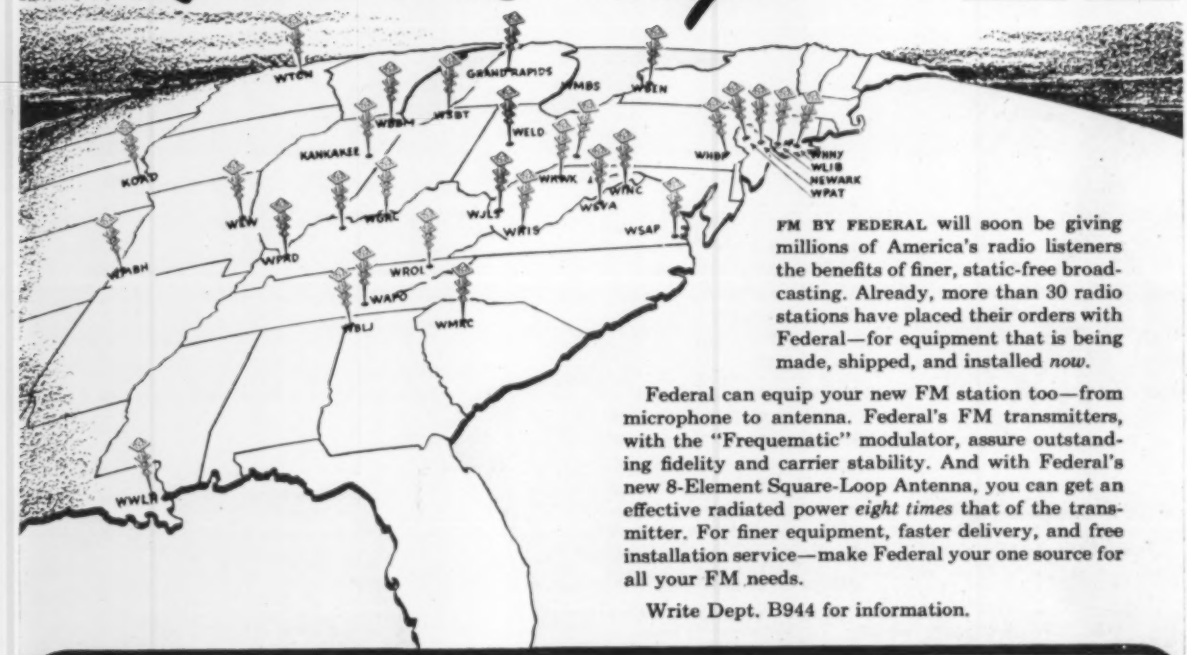
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INCORPORATED
NATIONAL SALES REPRESENTATIVES

Federal is really putting FM on the map!

MORE THAN 30 BONA FIDE ORDERS ALREADY SIGNED!



FM BY FEDERAL will soon be giving millions of America's radio listeners the benefits of finer, static-free broadcasting. Already, more than 30 radio stations have placed their orders with Federal—for equipment that is being made, shipped, and installed *now*.

Federal can equip your new FM station too—from microphone to antenna. Federal's FM transmitters, with the "Frequematic" modulator, assure outstanding fidelity and carrier stability. And with Federal's new 8-Element Square-Loop Antenna, you can get an effective radiated power *eight times* that of the transmitter. For finer equipment, faster delivery, and free installation service—make Federal your one source for all your FM needs.

Write Dept. B944 for information.

Here Are The First 30 Orders for FM by Federal

WSVA	Harrisonburg, Va. 10-Kw Transmitter 5-Kw Transmitter Associated Equip.
WPAT	Paterson, N. J. 10-Kw Transmitter
WGRC	Louisville, Ky. 10-Kw Transmitter
WMBH	Joplin, Missouri 3-Kw Transmitter
WBEN	Buffalo, New York 3-Kw Transmitter 2-Element Square-Loop Antenna Associated Equip.
WMRC	Greenville, S. C. 10-Kw Transmitter 8-Element Square-Loop Antenna Associated Equip.
WHBP	Reading, Pa. 3-Kw Transmitter Associated Equip.
WHNY	Hempstead, N. Y. 1-Kw Transmitter
WINC	Winchester, Va. 3-Kw Transmitter 6-Element Square-Loop Antenna
WLIB	Brooklyn, New York 10-Kw Transmitter Antenna Associated Equip.
WBLJ	Dalton, Georgia 3-Kw Transmitter Associated Equip.
WELD	Columbus, Ohio 10-Kw Transmitter Antenna Associated Equip.
KOAD	Omaha, Nebraska 1-Kw Transmitter 8-Element Square-Loop Antenna Associated Equip.
WEW	St. Louis, Missouri 10-Kw Transmitter 8-Element Square-Loop Antenna Associated Equip.
WSAP	Portsmouth, Va. 3-Kw Transmitter Associated Equip.
WTCN	Minneapolis, Minn. 3-Kw Transmitter 8-Element Square-Loop Antenna Associated Equip.
WWLH	New Orleans, La. 3-Kw Transmitter Antenna Associated Equip.
WAPO	Chattanooga, Tenn. 250-Watt Transmit.
WROL	Knoxville, Tenn. 8-Element Square-Loop Antenna Associated Equip.
WBBM	Chicago, Illinois 3-Kw RF Amplifier
WKWK	Wheeling, W. Va. 3-Kw Transmitter Associated Equip.
WPAD	Paducah, Kentucky 3-Kw Transmitter Associated Equip.
WMBS	Uniontown, Pa. 1-Kw Transmitter Associated Equip.
WSBT	South Bend, Indiana 10-Kw Transmitter 8-Element Square-Loop Antenna Associated Equip.
WHIS	Bluefield, W. Va. 20-Kw Transmitter 12-Element Square-Loop Antenna
WCIL	Carbondale, Ill. 1-Kw Transmitter Associated Equip.
WJLS	Beckley, W. Va. 3-Kw Transmitter 8-Element Square-Loop Antenna Associated Equip.
#	North Jersey Radio, Inc. Newark, New Jersey 3-Kw Transmitter Antenna Associated Equip.
#	Grand Rapids, Mich. 3-Kw Transmitter Associated Equip.
#	Kankakee, Illinois 10-Kw Transmitter Associated Equip.

#Call letters not yet assigned.

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An IT&T Associate

Newark 1, New Jersey

tops for all SPORTS

Ace W-I-N-D Sportscaster
BERT WILSON
Broadcasts all Northwestern and Chicago Bears Football Games...

Here's the 1946 W-I-N-D Football Broadcast Schedule

NORTHWESTERN WILDCATS vs:		CHICAGO BEARS vs:	
WISCONSIN	OCT. 5	GREEN BAY	SEPT. 29
MINNESOTA	OCT. 12	CHICAGO CARDINALS	OCT. 6
MICHIGAN	OCT. 19	LOS ANGELES	OCT. 13
COLLEGE OF THE PACIFIC	OCT. 26	PHILADELPHIA	OCT. 20
OHIO STATE	NOV. 2	NEW YORK	OCT. 27
INDIANA	NOV. 9	GREEN BAY	NOV. 3
NOTRE DAME	NOV. 16	LOS ANGELES	NOV. 10
ILLINOIS	NOV. 23	WASHINGTON	NOV. 17
		DETROIT	NOV. 24
		CHICAGO CARDINALS	DEC. 1
		DETROIT	DEC. 8

CHICAGO ROCKETS (Night Games) vs:

CLEVELAND	SEPT. 13	BROOKLYN	OCT. 11
NEW YORK	SEPT. 20	MIAMI	OCT. 18
BUFFALO	SEPT. 25	BROOKLYN	NOV. 1
LOS ANGELES	OCT. 4	MIAMI	NOV. 11

Chicago Sports Leadership is just ONE reason W-I-N-D is Chicago's Best Radio Buy...

W-I-N-D Exclusive Sports Features...

★ Cubs Baseball—1944, '45, '46 AND 1947 TOO!
★ Bears Pro Football—1944, '45, '46 AND 1947 TOO!
★ Blackhawks Hockey—1944, '45, '46 AND 1947 TOO!
★ Collegiate Basketball—1944-45 AND 1946-47 TOO!

W-I-N-D *Chicago* 560 K. C. – 5000 Watts

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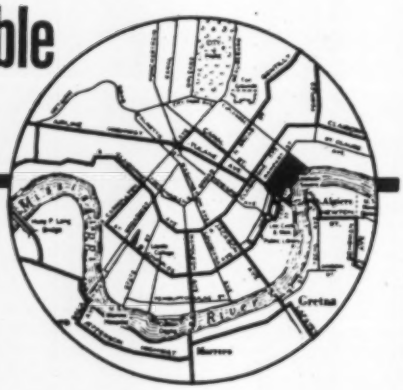
Fulton Lewis, jr.

. . . available now* in NEW ORLEANS



Reach the important New Orleans market through the Fulton Lewis, jr. program—Monday through Friday—over radio station WNOE. Talent cost makes this a great buy . . .

With local and national advertisers *on 209 stations* throughout the United States, the Fulton Lewis, jr. program is the NUMBER ONE COOPERATIVE on the air today.

Investigate — now. Wire, phone or write us for complete information.

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COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

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TELECASTING

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See Complete Index on Page 3

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BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

WAAT

Newark, New Jersey

Cordially invites you to attend

by radio

the review of World-important Conferences

marking

Princeton University's Bicentennial

Each evening

eight-forty-five to nine o'clock

Eastern Standard Time

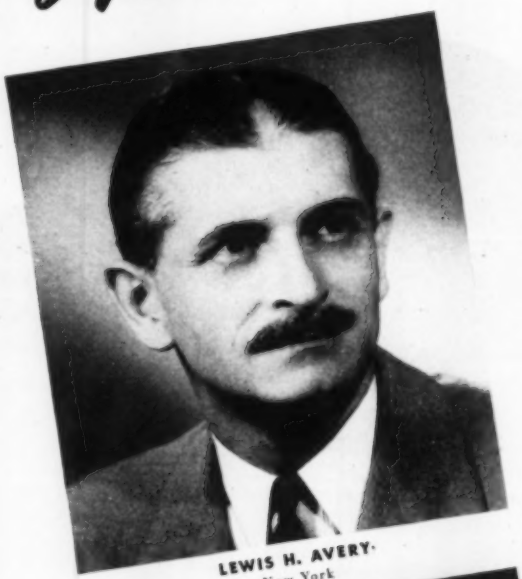
at

970 on your dial

2 ENERGETIC EXPONENTS OF *Aggressive Activity* together again....

October 22, 1946 is a Red Letter day in the history of radio station representation. On that day, J. W. Knodel, for the past year Director of National Sales of the Radio Division of Field Enterprises, Inc., and for the previous eight years prominently identified with radio station representation, joins this company as Executive Vice-President. Simultaneously, the name of the company will be changed to Avery-Knodel, Inc.

Somewhat immodestly, we admit that the first year of business of Lewis H. Avery, Inc. was even more successful than we had dared to hope. Now, fortified with the extensive experience of Bill Knodel in advertising and selling, we look forward confidently to the provision of even greater service to radio stations, advertising agencies and advertisers. Our constant aim remains: to bring the business of radio station representation out of the doldrums of passivity into the realm of aggressive activity.



LEWIS H. AVERY
New York

Photo by Bachrach

J. W. KNODEL
Chicago

18 years an advertising executive. 1 year Director of National Sales, Field Enterprises; member 1945 NAB Sales Managers' Executive Committee; 8 years major station Representative firm, 3½ years as Vice-President and Chicago manager; 9 years Hearst Newspapers, national advertising.

OFFICERS AND DIRECTORS OF AVERY-KNODEL, INC.

Lewis H. Avery—President
J. W. Knodel—Vice-President
B. P. Timothy—Secretary
Arthur H. McCoy—Treasurer
David H. Sandeberg—Director

Avery-Knodel, INC.

RADIO STATION REPRESENTATIVE

NEW YORK
565 Fifth Ave.
PLaza 3-2622

SAN FRANCISCO
544 Market Street
DOuglas 5873

LOS ANGELES
315 W. Ninth St.
TUcker 2095

CHICAGO
333 N. Michigan Ave.
ANDover 4710

STATIONS REPRESENTED BY Avery-Knodel, INC.

WJJD—CHICAGO, ILL.
WHAN—CHARLESTON, S. C.
WSAI—CINCINNATI, OHIO
KDAL—DULUTH, MINN.
KILO—GRAND FORKS, N. D.
WJEF—GRAND RAPIDS, MICH.
WFBC—GREENVILLE, S. C.
KHON—HONOLULU, HAWAII
WKZO—KALAMAZOO, MICH.
WDGY—MINNEAPOLIS-ST. PAUL
KLO—OGDEN, UTAH
WPOR—PORTLAND, MAINE
KOIN—PORTLAND, OREGON
WHBF—ROCK ISLAND, ILL.—QUAD CITIES
KROY—SACRAMENTO, CALIF.
KALL—SALT LAKE CITY, UTAH
WDAR—SAVANNAH, GA.
KMA—SHENANDOAH, IOWA
KXEL—WATERLOO, IOWA

THE INTERMOUNTAIN NETWORK

Avery-Knodel, INC.

RADIO STATION REPRESENTATIVE

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544 Market Street
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315 W. Ninth St.
TUcker 2095

CHICAGO
333 N. Michigan Ave.
ANDover 4710

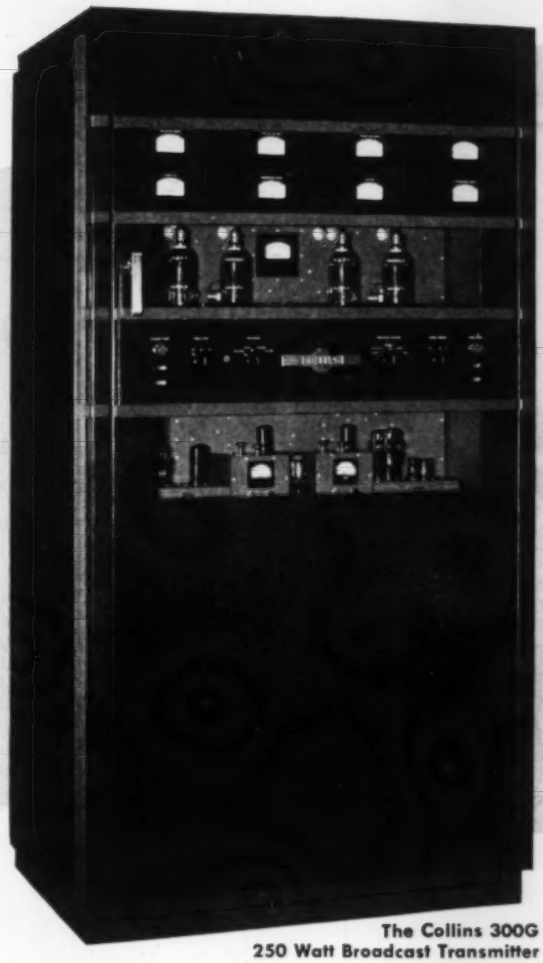
COLLINS

Welcomes you to the 1946 N.A.B. Convention

We urge you to make it a point to visit the Collins display. There you will see our new and advanced designs in broadcast and speech equipment and accessories.

The 300G transmitter and 212A-1 console, shown on the opposite page, are typical of the Collins high standards.

Your audience deserves the best



The Collins 300G
250 Watt Broadcast Transmitter

The Collins 212A-1 Studio Console

The excellence of Collins broadcast equipment is an accepted tradition, backed by years of reliable service under continuous operation. During the war years, when maintenance was a major problem, owners and operators of Collins equipment found their faith thoroughly justified by the thousands of hours of uninterrupted operation logged on their stations.

The new Collins transmitters and speech equipment reflect the soundest principles of design and construction. By careful attention to detail, and by combining foresight with experience, we have developed high fidelity broadcast equipment that is outstanding for endurance, style, and accessibility.

The 300G 250/100 watt AM transmitter is designed for continuous high fidelity service. The frequency response is within ±1.0 db from 30-10,000 cps, and distortion and noise are far better than FCC requirements. Stabilized feedback maintains the excellent performance over variations in operating conditions.

The Collins 212A-1 speech input console is a packaged unit providing simultaneous auditioning or rehearsing, cueing, and broadcasting from any combination of two studios, an announce booth, a control room announce microphone, two turntables, and six remote lines. The frequency response of 30-15,000 cps is ideal for AM, FM, and Television applications. The chassis rotates within the end supports, permitting maintenance during operation.

Write today for illustrated bulletins describing these and other Collins broadcast equipments.

Collins Radio Company, Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N. Y.

458 South Spring Street
Los Angeles 13, California

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● **No ifs, ands, or "butts" (if you'll pardon the pun!)—isn't it ALWAYS the aggressive, intelligent *extra effort* that gets the extra *results?***

Unfortunately, data is not available to prove that F&P customers sell more merchandise, through spot broadcasting, than do other users of national spot. But we can prove that F&P's increases in time-sales are many points higher than national figures — and maybe that's saying practically the same thing.

After all, it's what you'd expect—F&P's extra efforts to make radio *pay off* do produce *extra results.* Want some of them?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *3463 Penobscot Bldg.* Cadillac 4255 | SAN FRANCISCO: *58 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 31; NO. 16 WASHINGTON, D. C., OCTOBER 21, 1946 $5.00 A YEAR—15c A COPY

Freedom Is Issue, Miller to Tell NAB

Denny Will Have His Say; Arney Expects 3,000

By J. FRANK BEATTY

ASSEMBLED in full national convention for the first time since 1942, the nation's broadcasters and representatives of affiliated media and professions converged on the Palmer House, Chicago, over the weekend for the 24th Annual NAB Convention. Record attendance of perhaps 3,000 was indicated as pre-convention registrations went far over the 1,000 mark.

In a special message to broadcasters (page 38), President Justin Miller called for united effort by all media of expression to combat "the genuine threats to freedom of speech developing within Governmental agencies that have discovered the self-perpetuating and stimulating effects of the technique of administrative interpretation."

Serious Problems

Confronting broadcasters at the convention, President Miller said, are other problems arising out of wartime curtailment of industry expansion along with technical and commercial progress in such fields as FM, television and facsimile. "Few industries are confronted with the vast array of serious problems that face broadcasters at this time," he said, reminding that the problems that lie ahead "promise to be even more serious."

The related problems of free expression and FCC program control will find President Miller and Acting FCC Chairman Charles R. Denny Jr. presenting their respective positions on the FCC Blue Book. Though NAB has bitterly fought the Blue Book and its assumption of control over programming, the divergent points of view will be expressed at different points on the program so the chances of a pitched battle are slight. The presentation of opposing positions is not expected to develop into a name-calling catfight like the famous Fly-Neville Miller incident at St. Louis at the 1941 convention.

It is possible Chairman Denny may skim lightly over the Blue Book. He has given his Wednesday luncheon speech no title, merely labeling it an address to the industry. Broadcasters will await his views on such subjects as regulatory policies, multiple ownership, joint AM-FM ownership and relations between FCC and the industry.

Broadcasters' stand on behalf of free speech will culminate in the panel discussion to be held Wednesday evening at which spokesmen for newspapers, motion pictures and broadcasting will discuss the subject, "Do We Have Freedom of Speech in the United States?"

FM Planning

A minor note of dissension crept into pre-convention developments as a number of independent FM station operators voiced a desire to form a separate FM trade association. They voiced dissatisfaction with activities on their behalf since NAB absorbed FM Broadcasters Inc. nearly a year ago.

FMBI has not been formally dissolved but has maintained only a skeleton organization. The NAB FM Dept. has handled its functions.

Best pre-convention indications were that FMBI would be formally dissolved at the Monday morning meeting of the FMBI board and the afternoon FMBI membership meeting. This would not quiet dissatisfaction among FM operators, however, who feel that the new form of transmission should be more actively promoted.

Solution suggested in some quarters was that FM stations form a separate promotion organization operating entirely outside NAB, without withdrawing from the industry's overall trade association.

BMB Reports

Most likely source of intra-industry excitement will be the BMB reports. With release of coverage figures a fortnight ago the chances of a knockdown battle increased.

First official action on this subject may develop when the retiring board of directors meets Monday night. Then at 2:30 Tuesday afternoon comes the general BMB session, with President Miller presenting the BMB board. Addresses will be delivered by J. Harold Ryan as BMB chairman, Hugh Feltis, BMB president, Frederic R. Gamble, American Assn. of Advertising Agencies president, and Paul West, Assn. of National Advertisers chairman. In addition, BMB board members will have a chance to state their views.

Wide interest has developed in the election of nine directors-at-large, two for each of the large, medium and small station groups and one each to be named by the three network members, NBC, CBS, MBS.

Some fear has developed that the election machinery, designed to insure democratic election of directors-at-large, may be too cumber-

(*Continued on page 130*)

Petrillo Demands Wage Hikes to 566%

Wants $50 for Minute Cuttings; Recording Scale Up 37½%

JAMES CAESAR PETRILLO has given transcription manufacturers until Tuesday (Oct. 22) to comply with his demands for a wage scale of $50 per man for a one-minute or less commercial transcription.

Meanwhile he announced late Thursday that he had accepted the record manufacturers' offer of 37½% flat increase in musicians' pay, effective today (Oct. 21). He had demanded wage hikes ranging from 233% to 566%.

Wouldn't Budge

Following an all-week meeting with representatives of the recording and transcription industries at the Palmer House, Chicago, the music czar declared he wouldn't budge from his compromise of a flat 50% increase, although a short time later he accepted the 37½% offer of record makers. This was interpreted to mean that he might accept a compromise from the transcription manufacturers.

To Petrillo's first demands the record manufacturers offered 17½% increase. He called it "ridiculous." They next offered a 20% raise, then 25%. He said he would take a flat 50% and that ended the meeting. Following a conference, however, the record manufacturers' committee offered the 37½%. Petrillo surprised them when he backed down from his 50% ultimatum.

It was considered significant that he brushed aside the transcription makers until 2 p. m. Tuesday, in view of the fact that the NAB convention is scheduled to discuss transcriptions and costs on Wednesday.

Petrillo Demands

JINGLES OR TRANSCRIBED ANNOUNCEMENTS—For each one minute or less of recorded music for single sponsor, with or without commercial announcements, rehearsal and recording not to exceed one-half hour, $50 per man.

ELECTRICAL TRANSCRIPTIONS, COMMERCIAL AND LIBRARY SERVICE—For each 15 minutes or less of recorded music, on one side of disc, with or without commercial announcements, rehearsal and recording not to exceed 30 minutes, $50 per man. Overtime, rehearsals only, for each 15-minute period or less, $5 per man. Leader or contractor double.

Elsewhere in Chicago William Green, president of the American Federation of Labor, called for the defeat next month of Rep. Clarence F. Lea (D-Calif.), author of the Lea Act, declaring that the bill, aimed at Mr. Petrillo's excessive demands of radio, was "an attack on the entire membership of the American Federation of Labor."

Delegates to the AFL convention in Chicago adopted a resolution pledging its "strength and resources" to eliminate the Lea Act. "Never before has any Congress so openly indulged in such flagrant

(*Continued on page 244*)

NAB Is Prepared for Postwar Challenge

NAB Annual Reports

THE PRESIDENT
Justin Miller

This month, October, marks the first anniversary of my association with you as your president.

In this 24th Annual Report, you will find a complete summary of the activities of the departments of the NAB. I urge you to read them carefully to the end that you may better understand the work of your association and acquaint yourself more fully with the variety and scope of the services which are available to you as members.

At the convention in Chicago, on Tuesday morning, Oct. 22, I shall report the progress which your association has made during the year, the plans for the year to come and I shall discuss with you some of the problems which we face together. Copies of this will be available shortly thereafter in a special NAB Bulletin.

This has been a year of encouraging growth for the NAB. For the first time in its history, the association membership has passed the thousand mark. Frequency Modulation Broadcasters Inc., until this year an independent organization, has tentatively chosen to cast its fortunes with the NAB and has brought with it some 150 members and the creation of a new NAB department. This merger has

(*Continued on page 204*)

President Explains Many Problems Art Faces

By JUSTIN MILLER
President, NAB

BROADCASTERS of the United States are assembling this week for the first time in two years to discuss their common problems. It is the first time in more than four years that those who operate the most powerful forum in the world have been able to meet without the restrictions imposed by wartime necessity.

The wartime record of broadcasters who dedicated their time, their facilities and their energies to the cause of world freedom, needs no recounting at this time. The record since Japan's surrender more than a year ago is equally meritorious but serious broadcasting problems have arisen that require careful study and immediate action.

I have had the opportunity to discuss these problems individually with hundreds of broadcasters since my inauguration as association president just a year ago. At district meetings I have heard the views of all segments of the industry in all parts of the country.

Besides talking to broadcasters across the table and from the platform I have met frequently with representatives of associated media whose stake in freedom of expression is just as important though perhaps not so immediate.

Mr. MILLER

But they, too, are becoming aware of the genuine threats to freedom of speech developing within governmental agencies that have discovered the self-perpetuating and stimulating effects of the technique of administrative interpretation.

Other Media

The spokesmen for the other forms of mass communication—motion pictures, newspapers and magazines—will participate in the week's proceedings. They will have a chance to hear our story and to join us in a united campaign for the protection of the most cherished right of a free people—the right to speak freely.

When the wartime curtailment

(*Continued on page 104*)

Late Registrations

Albright, William, Federal Telephone & Radio Corp.
Bailey, Stanley C., Burn-Smith Co., New York
Burow, Robert J., WDAN Danville, Ill.
Harrison, Harry, Federal Telephone & Radio Corp.
Larsen, Eleanor L., Hamilton, Bermuda ZBM
MacDonald, A. G., WGFM WGY WRGB Schenectady
Markham, G. Emerson, WGFM WGY WRGB Schenectady
Murphy, Hugh, Lake-Spiro-Shurman Memphis
Myers, Frank O., KCMC Texarkana
Purcell, W. J., WGFM WGY WRGB Schenectady
Rennaker, Russell, Federal Telephone & Radio Corp., Newark
Riple, William A., WTRY New York
Rowan, B. J. WGFM WGY WRGB Schenectady
Spiro, Avron, Lake-Spiro-Shurman, Memphis
Sutphen, John W. Jr., WTRY Troy
Twamley, Edgar H., New York
Wunderlich, N. E., Federal Telephone & Radio Corp.
Ziebarth, E. W., WCCO Minneapolis
Faust, Claude W., Suburban Broadcasting Corp., Upper Darby, Pa.
Horswel, Bert, Cardinal Co., Hollywood
LaFount, Harold A., WNEW New York
MacCaughtry, Jos. F., Cardinal Co., Hollywood
Mosse, Baskett, WEAW Evanston
Pamphilon, Edward L., Suburban Broadcasting Corp., Upper Darby, Pa.
Radner, Roy, WIBM Jackson, Mich.
Wagstaff, Walter, KIDO Boise
Wheeler, Edward A., WEAW Evanston
Flinn, Paul S., WDAD Indiana, Pa.

AAAA President Asks Support of 2% Discount

By FREDERIC R. GAMBLE
President, AAAA

REELECTED to a two-year term as president of AAAA last April, Frederic R. Gamble has long fought for wider and better distribution in America, a function which advertising must perform, he believes. Mr. Gamble has worked with the U. S. Chamber of Commerce on distribution and is an officer of the Advertising Council.

ON BEHALF of the advertising agency business, I am asked to suggest what might be done to foster still better relations between radio stations and advertising agencies for the good of national advertising.

There is one major item indeed on our "unfinished business." This item involves our financial stability. It seems a strange discrepancy and a dangerous weakness in our national advertising structure. It is this:

The customary 2% cash discount on national advertising is supported by more than 93% of all daily newspapers in the U.S.

The discount is supported by more than 95% of all magazines.

The discount is supported by *all four national radio networks.*

Yet the customary 2% cash discount on national advertising has been adopted by *less than one-fourth* of the stations.

All radio stations desire prompt payment from advertising agencies. Most of them specify payment by the 10th of the following month or "upon receipt of invoice" or "when rendered"; some ask for payment weekly; some even ask for payment in advance. They get it.

Agencies undertake to pay radio stations and pay them *promptly* for whatever time they order from them. They agree to pay whether the advertiser pays the agency or not. This, naturally, relieves the radio station owner of an enormous problem and credit risk—checking the credit of thousands of advertisers and potential advertisers and extending credit to them. All he needs to do is check the credit of a limited number of agencies. Credit losses in national advertising under this system are negligible. The station owner needs no expensive credit department. He requires little capital to cover accounts receivable or to write off bad debts.

But how are agencies able to keep up these prompt payments? Here I pass along a statement from the president of one of our largest agencies:

"The only way that agencies can keep up these prompt payments is by getting their money in promptly from the advertiser. To insure this, the 2% cash discount is of tremendous importance. Advertising managers and company auditors are alert not to miss a cash discount. They are entirely likely to leave a stack of non-discount bills on a desk unmarked for payment while they go away for a vacation or a business trip or some other reason."

This is a fundamental fact in national advertising. Agencies must be able to collect promptly from their clients in order to pay media by their due dates. The customary 2% cash discount on national advertising is passed along to the client to stimulate this prompt payment.

It is to see that the cash discount performs a far more important service in our financial relations than it does in ordinary mercantile transactions. In national advertising there are *two concurrent* collection operations — from advertiser to agency and from agency to medium—and both must be accomplished in an average time of *15 days or less.* When an advertisement has appeared, there is nothing that can be repossessed and resold. A quantity of steel or lumber may be repossessed if it is not paid for within a reasonable period; you can't do this with an ad.

It is only because the cash discount is allowed by the overwhelming majority of *other* media that agencies are able to pay all radio stations promptly. Agencies bil their clients for all media at one time—clients clear the invoices

(*Continued on page 114*)

Radio Opinion Survey to Appear Nov. 4

Broadcasting Starts Exclusive Feature On What Policy-Makers Think

BROADCASTING will inaugurate in its Nov. 4 issue a new and continuing feature, bringing to readers in alternate issues the opinions of radio's policy-makers on pertinent broadcast questions of the day.

The survey, the most scientific continuing study of opinion ever undertaken in the broadcasting field, will be conducted by Audience Surveys Inc., 347 Madison Ave., New York.

The new feature is designed to reflect accurately the consensus of broadcasting station management, advertising agency management, advertisers and government on important industry issues, such as:

Can programs be improved?

Should advertising agencies take a 2% cash discount?

Should uniform time be adopted for radio?

How should BMB figures be used?

Does the Government have a place in programming?

Should stations compete with newspapers on local news?

These and other issues which face broadcasters and executives in related fields will be examined by Audience Surveys for BROADCASTING.

Thorough Planning

Robert Salk, president of the New York research firm, commenting on the survey, said: "Audience Surveys has been commissioned to get at the facts. In order to do this, we have employed for BROADCASTING Magazine the recognized sampling methods—selecting opinion panel members under rigid controls. These controls include, for the station managers sample, region, state, city size, network affiliation and base hour rate. The results of the first survey—on programming—are being tabulated now."

Because the opinions of broadcaster, advertisers and agency executives concerning such emergent radio developments as television, FM and related advances will materially affect the direction which these advancements will take, the editors of BROADCASTING will attempt to confine questions to matters of overall industry import.

Ask for Ideas

In announcing the new feature, however, Sol Taishoff, editor and publisher of the magazine, asked that all who work for and in radio —whether in executive capacities or not—contribute ideas for questionnaires to the editors. The service the feature will render, he said, depends upon this basic cooperation, plus the enterprise of panel members in replying to questionnaires promptly and honestly.

A complete breakdown of the first survey will appear Nov. 4 in BROADCASTING, which began its 16th year of publication on Oct. 15.

WHICH of the following do you feel *have done most to retard improvement in programing?* (Please indicate 1st choice (1); 2nd choice (2); 3rd choice (3), etc.)

ABC	____
NBC	____
CBS	____
MBS	____
Listeners	____
Local Stations	____
Rating Services	____
Regional Networks	____
Advertising Agencies	____
Sponsors	____
NAB	____
Transcription Services	____
Other (Specify)	
_____	____

THIS IS but one of EIGHT questions asked in BROADCASTING'S POLL OF STATION MANAGERS. The answers, scientifically analyzed, will appear in the inaugural release of the continuing poll, Nov. 4 issue of BROADCASTING.

Audience Surveys Inc. will conduct the survey, with the findings to appear in alternate issues.

DISTRIBUTION OF U. S. RADIO STATIONS

(COMMERCIAL – AM STATIONS, SEPT. 1, 1946)

BY AREA*

	No.	%
Pacific	115	11.9
Mountain	74	7.6
West North Central	103	10.6
West South Central	111	11.5
East North Central	140	14.5
East South Central	75	7.7
Middle Atlantic	120	12.4
South Atlantic (No. Half)	55	5.7
South Atlantic (So. Half)	115	11.9
New England	60	6.2
TOTAL U. S.	968	100.0

BY NETWORK AFFILIATION*

Affiliated with:	No.	%
ABC	211	21.8
CBS	148	15.3
MBS	298	30.8
NBC	150	15.5
Independent	197	20.4
TOTAL U. S.	1,004*	103.8*

*Some stations are affiliated with more than one network.

BY RATE*

Class "A"—One hour, one time rate:	No.	%
Less than $100	512	52.9
100–199	281	29.0
200–299	83	8.6
300–399	38	3.9
400–499	25	2.6
500–599	10	1.0
600–699	6	.6
700–799	1	.1
800–899	0	0
900–999	5	.5
1,000 and over	6	.6
No data	1	.1
TOTAL U. S.	968	100.0

BY CITY SIZE†

Population of home city:	No.	%
500,000 and over	104	10.7
250,000–500,000	90	9.3
100,000–250,000	123	12.7
50,000–100,000	142	14.7
25,000–50,000	144	14.9
10,000–25,000	234	24.2
5,000–10,000	99	10.2
2,500–5,000	20	2.1
Under 2,500	12	1.2
TOTAL U. S.	968	100.0

*Source: Standard Rate and Data Service, September 1, 1946.
†Source: U. S. Census, 1944.

HERE ARE figures which were developed by Audience Surveys Inc. in preparing the basic material from which the station management opinion panel was drawn. Scores of "controls" for the panel were established by Audience Surveys. This, and other basic material, with various formula for pre-testing questionnaires, will be employed in obtaining cross-section opinion of broadcasters, advertisers, agencies and others on current questions.

Drawn for BROADCASTING by Sid Hix

"Fulltime or daytime only?"

Elgin Signs Show

ELGIN AMERICAN Co., Elgin, Ill. (jewelry), begins sponsorship of one of Chicago's most expensive local radio programs, *The Wayne King Show*, over WBBM Chicago effective Oct. 26, Sat. 9:45-10:15 p. m. (CST). Twenty-six week contract was placed through Weiss & Geller, Chicago.

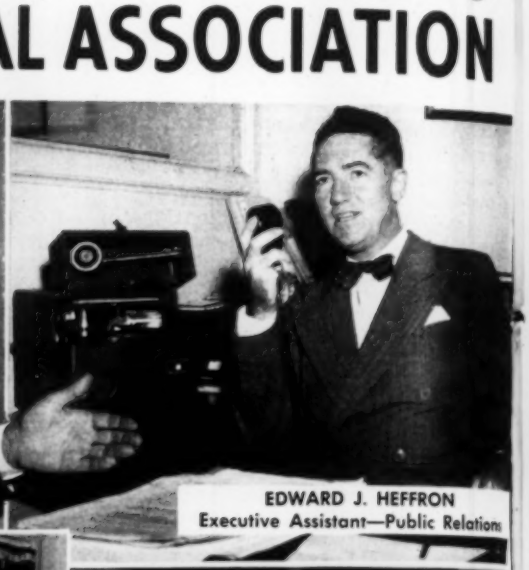
Warblers Renewed

AMERICAN BIRD PRODUCTS, Chicago, has renewed sponsorship of *American Radio Warblers* over MBS, Sun. 12:15-30 p. m. (CST) effective Oct. 20. Twenty-six week contract was placed through Weston-Barnett, Chicago. *American Radio Warblers*, featuring the music of trained canaries, accompanied at the organ by Helen Westbrook, originates at WGN (Chicago) and has been on the air for 19 consecutive years.

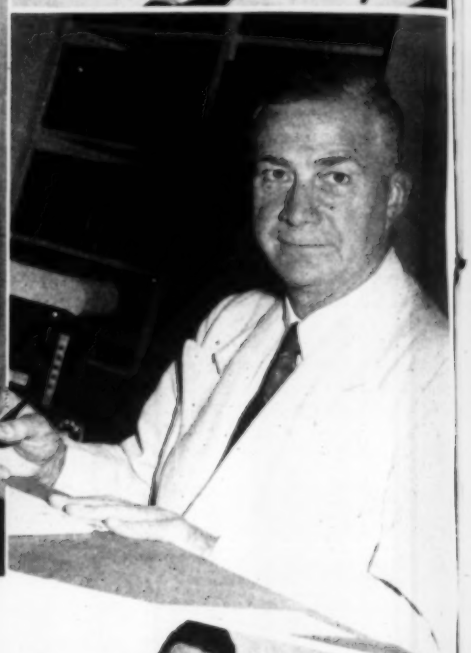
Executive NATIONAL ASSOCIATION

C. E. ARNEY JR.
Secretary-Treasurer

A. D. WILLARD JR.
Executive Vice President



EDWARD J. HEFFRON
Executive Assistant—Public Relations



JUSTIN MILLER
President

KENNETH H. BAKER
Director of Research

JAMES L. MIDDLEBROOKS
Director of Engineering

HELEN H. SCHAEFER
Assistant Director of Research

BRYCE REA JR.
Attorney

DON PETTY
General Counsel

Personnel OF BROADCASTERS

FRANK E. PELLEGRIN
Director of
Broadcast Advertising

HUGH HIGGINS
Assistant Director

LEE HART
Assistant Director

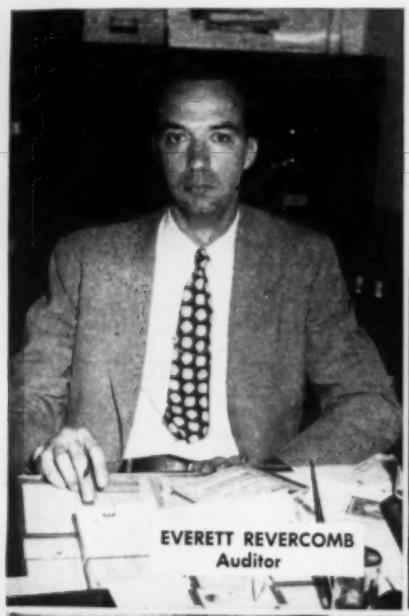
J. ALLEN BROWN
Assistant Director

JAYNE ARNOLD
Receptionist

GLADYS HALL
Secretary to
Mr. Willard

HELEN FRUTH
Secretary to
Mr. Miller

ELLA NELSON
Secretary to
Mr. Arney



EVERETT REVERCOMB
Auditor

ROBERT C. COLESON
Assistant to the
President, Hollywood

ROBERT T. BARTLEY
Director of FM Dept. and Government Relations

ARTHUR C. STRINGER
Director of Special Services

DOROTHY LEWIS
Coordinator of Listener Activity

MILTON J. KIBLER
Assistant Director of
Employe-Employer Relations

IVAR H. PETERSON
Assistant Director of
Employe-Employer Relations

RICHARD P. DOHERTY
Director of
Employe-Employer Relations

CHARLES A. BATSON
Director of Information

BEN MILLER
Assistant Director of Information

Any Antenna Receives Circular Waves

Horizontal-Vertical Dilemma Is Solved By Polarizing Circularly

By CARL E. SMITH
VICE PRESIDENT, UNITED BROADCASTING CO.

[ED. NOTE — *Reports on circular polarization tests hereunder described by Mr. Smith are in the hands of the FCC and, it is understood, reaction there has been favorable. Increased coverage for the operator and better reception conditions for the listener are two of the principal benefits cited for the method.*]

A NATURAL solution to the present dilemma in FM engineering practice, vertical versus horizontal polarization, is to furnish both polarizations throughout the same service area. A still better solution is to radiate "circularly" polarized waves from the broadcasting station.

Instead of a single line of polarization, as produced by either a vertically or horizontally polarized transmitting antenna, circular polarization provides a whole plane of polarization at right angles to the direction of propagation. Circular polarization tends to serve the receiving set best, no matter what plane its antenna may be in. It relieves the public of critical adjustments of the receiving antenna positions.

To visualize circular polarization, consider pivoting a dipole transmitting antenna at its center and rotating it mechanically in a vertical plane. At the instant the transmitting antenna is horizontal, all horizontal dipole receiving antennas placed at right angles to the direction of propagation will receive a maximum signal. When the transmitting antenna rotates to a vertical position, all vertical receiving antennas will receive a strong signal. At intermediate diagonal positions of the transmitting antenna, diagonal receiving antennas in corresponding parallel positions will receive strong signals. This means that any receiving antenna placed at right angles to the direction of propagation will have a maximum signal voltage induced in it twice during each revolution of the transmitting antenna.

FOR a year Carl E. Smith, vice president in charge of engineering of United Broadcasting Co., Cleveland, Ohio, has directed a research program on WHK's FM developmental station W8XUB, investigating the propagation characteristics of circularly polarized waves. On the basis of this experience he recommends circular polarization as standard for FM and television. Mr. Smith, who is president of the Cleveland Institute of Radio Electronics, has also written a book on directional antennas. During the war he was assistant director of the operational research staff of the Army's Signal Corps.

Mr. Smith

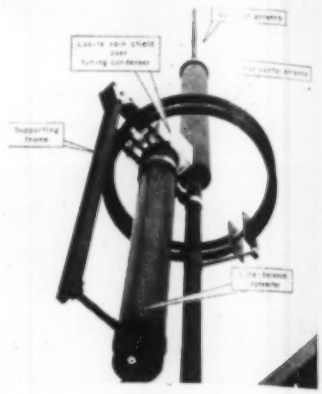
Rotating Field

An effect similar to rotating the transmitting antenna mechanically can be achieved electronically by rotating an electric field of constant amplitude at the carrier frequency. This is circular polarization. A receiving antenna lying in any position of this plane of circular polarization will intercept the same maximum signal voltage during each half cycle of the carrier frequency.

To the public, the most important feature of circular polarization is that it will serve many more simple receiving antennas located at random. For example, the housewife will want to place the FM radio set, with its built-in or power-cord antenna, where it will blend in with the rest of the furniture. Circular polarization should materially increase the chances of improving the signal received by this set. Our experience has shown that built-in, horizontal dipoles favor horizontal polarization, while the power-cord antennas seem to favor vertical polarization.

Another important consideration is the FM car radio. Perhaps the simplest antenna for this applica-

(*Continued on page 48*)



Circularly polarized transmitting antenna.

Antennas for receiving both vertically and horizontally polarized waves.

Horn Sees Pressing Need for Greater Cooperation

By CAPT. C. W. HORN

WHEN ONE views the present state of radio broadcasting dispassionately and without individual or company bias, one wonders whether the radio manufacturers and the broadcasters may be classed as being in the same field of endeavor. They have grown up as almost independent groups without any effective liaison between them. Many of the difficulties confronting the radio industry could have been solved, or at least minimized, if there had been a closer relationship between manufacturers and broadcasters.

Not only do the broadcasters and the manufacturers fail to fully cooperate but each group in itself is lacking in unity without which the full benefits to themselves and the public cannot be realized. We all know of the difficulties among the broadcasters and how they divided themselves into groups such as: (a) clear channel owners, (b) regional station owners, (c) network affiliates, (d) non-network affiliates, etc. Whenever there is a major hearing before the FCC or a committee of Congress these different groups, each equipped with legal talent and witnesses, appear in opposition to each other.

Is it any wonder that the regulating body (FCC) can do just about as it pleases and can take the attitude that it represents the public because the broadcasters themselves rarely approach the problem at these hearings from the public angle? They are more interested in their immediate and rather selfish interests and fail to realize that such an attitude has always resulted in disaster or difficulties in other fields of endeavor. They could be forgiven if this attitude of theirs had existed only for a few years during the rather trying and formative period. However, as this attitude has continued to be manifest even after the industry became somewhat stabilized an unbiased observer must come to the conclusion that the personalities involved are either not very clever or lacking in good common sense.

CAPT. C. W. HORN, Special Assistant to the Chief of Naval Communications until a few months ago, has been associated with radio since its earliest days. He was manager of radio operations of Westinghouse Electric Co. when its KDKA Pittsburgh began pioneer work in the field, later became assistant vice president and director of research and development for NBC. An engineer and business executive, he has pioneered in many new developments. He has traveled extensively, and proposes now to devote his main energies to Mexican business affairs, but is retaining a few ties in technical radio in this country on a consulting basis.

CAPTAIN HORN

'Lacking in Unity'

The manufacturers' group on their part also are lacking in unity. The manufacturers' representatives will appear before the Commission and legislative committees and demonstrate their lack of agreement in very strong terms. Examples are not necessary for all we have to do is think back over the past few years on the squabbles that have taken place.

As stated before, not only do the two groups fail to act with

(*Continued on page 64*)

How Many Stations Will Market Support?

Andrew's Analysis Is Based on Sales

By DR. VICTOR J. ANDREW
Andrew Co., Chicago

BORN in 1902, Dr. Andrew was graduated from the College of Wooster (Ohio). He won his Ph.D. degree from the U. of Chicago, where he was engaged in cosmic ray research as assistant to Prof. Arthur H. Compton. Prior to establishing his own firm in 1936, he was employed as a radio engineer by Signal Corps Radio Labs. at Fort Monmouth, by Doolittle & Falknor, and by Westinghouse Electric Co. Dr. Andrew now heads Andrew Co., firm specializing in engineering and manufacturing of antenna systems and equipment. (See market analyses by the author, BROADCASTING, Sept. 10, 1945.)

THE GREAT increase in number of broadcast stations now occurring will have a profound effect on the economics of the industry. Economic laws of supply and demand and the survival of the fittest will be felt in a way never before known in this industry.

The financial success of a station hereafter will depend on both the ability of the management and the economic environment surrounding the station. For many years the environment of nearly all stations has been so satisfactory that little attention needed be given to the possible results of operating more stations than can be supported by available revenue.

The purpose of this article is to present statistical data which will help in forecasting the possible success of a proposed new station in any community. To use the data for a proposed community, it is necessary only to compare the columns "Normal Number of Broadcast Stations" and "Present Number of Broadcast Stations." The "Present Number" column should be checked before too great dependence is put on it, because at the time of this writing many grants of new stations are expected in the near future. Also, consideration should be given to applications pending before too great dependence is put in question which are likely to be granted.

Communities Considered

The following description of the method used in deriving the figures shown will be of interest to anyone wishing to check the conclusions or to extend the use of this method.

During the entire history of broadcasting the trend has been toward more service to an audience close to the station. With the advent of FM, this trend is greatly accentuated. Now nearby smaller cities and immediate suburbs of large cities will function as independent units in the operation of radio stations, where in former years they could best be considered functionally part of the larger city. This trend is based primarily on engineering facts, but it will have a bearing on both programming and economic operation of stations.

In preparing this article, analysis has been made of all incorporated or urban places of 5,000 or greater population (1940), as well as all smaller ones which now have radio stations. Where such a community does not now have a radio station and analysis indicates that it can not support one, it has been omitted from the list.

Retail Sales

Population is the most commonly used measure of the size of a community. However, for the purpose of this article, communities are measured by "retail sales." This measure is considered most valuable because broadcast stations are primarily dependent for support on advertising income closely related to retail sales in the community. Data on retail sales has been obtained by permission of the publishers, from *"Sales Management"* magazine dated May 10, 1946, and represents their estimates of retail sales in 1945. Many of the smaller cities here shown were not listed by *Sales Management*. In these cases the retail sales were estimated by the author, by comparison with other small cities in the same state, using the population as the basis of comparison.

The normal number of stations for each community is determined from the retail sales, using the following table for the conversion.

Retail Sales in Millions of Dollars	*Normal Number of Broadcast Stations*
0 to 6	0
7 to 19	1
20 to 41	2
42 to 71	3
72 to 109	4
110 to 155	5
156 to 209	6
210 to 271	7
272 to 341	8
342 to 419	9
420 to 505	10
506 to 599	11
600 to 701	12
702 to 811	13
812 to 929	14
930 to 1055	15
1056 to 1189	16
1190 to 1331	17
1332 to 1481	18
1482 to 1639	19
1640 to 1805	20
2352 to 2549	24
4422 to 4829	33

These values are arbitrary to the extent that different persons can define "normal" differently. The values shown above were derived by statistical examination of the number of commercial AM broadcast stations operating (including those with construction permits) at the end of 1945. If we apply this standard to the stations then in operation we find that 10% of the stations operating alone or with one other station in the city

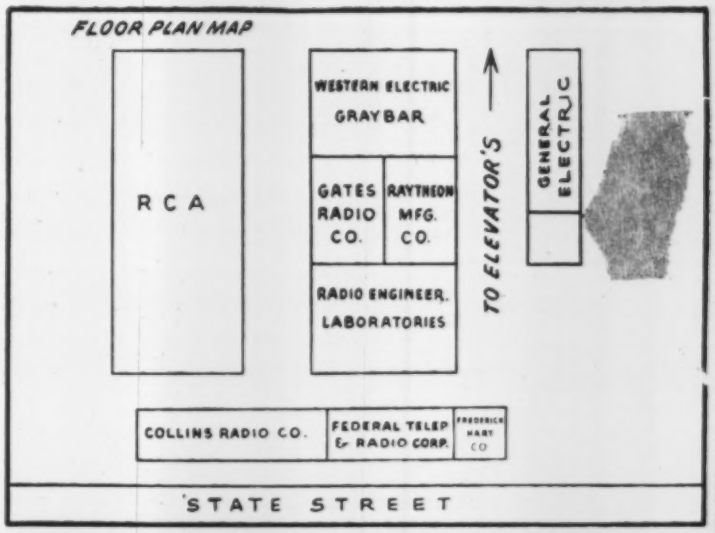
(Continued on page 148)

Dr. ANDREW

Exhibit Locations

EXHIBITS of light equipment and headquarters of industry groups will be found on the 8th floor of the Palmer House. Heavy equipment is displayed on the fourth floor (see chart). List of eighth floor exhibitors and convention offices of transcription and other companies follows, with room number:

Amperex Electronic Corp., 860
Andrew Co., 827
Associated Program Service, 810-11
Audio Devices, 816
Blaw-Knox, 890
Broadcast Measurement Bur., 801
Capitol Records, Trans. Div., 842
Collins Radio Co., 812-3
Daven Co., 858
Fairchild Camera & Inst., 862
Featured Radio Programs, 817-8
FCC, 855
Federal Telephone & Radio, 847
Gates Radio Co., 838
Goodman Radio Prod., 834-5
General Electric Co., Transmitter Division, Electronics Dept., 888-9
Graybar Electric Co., W. E., 852-4
Frederic Hart & Co., 840-1
Kasper-Gordon, 804
Keystone Broadcasting System, 805
Langevin Co., 843-4
Lang-Worth Feature Programs, 882-3
C. P. MacGregor Trans., 826
Magnecord Inc., 850
Matchlett Labs., 820
Mutual Broadcasting System, 859
NAB Etaff Hdqtrs., 807-8-9
NAB Small Market Stations Committee, 865
NAB Sales Mgrs. Committee, 875
NBC Radio Recording Dept., 822-4
Neblett Radio Productions, 876-7
Presto Recording Corp., 815
Raytheon Mfg. Co., 806
RCA Victor Division, 879-80
Radio Engineering Labs., 821
SESAC, 814
Standard Radio Trans., 831-2-3
Sterling Insurance Co., 839
Teleways Radio Productions, 861
Transcription Sales, 848-9
Universal Radio Productions, 819
Universal Recording Corp., 878
U. S. Recording Co., 836
W. E. Co., Graybar, 852-4
Wincharger Corp., 802-3
Wire Recorder Corp., 890
Herbert L. Wilson, 825
World Broadcasting System, 864
Frederic W. Ziv Co., 828-9



NINE firms are displaying heavy equipment on the fourth floor of the Palmer House in the large hotel sample room. Here is plan.

Facsimile Is Evaluated by Experts

Finch Thinks Medium Will Prove to Be Real Boom to Newspaper Industry

By CAPT. WM. G. H. FINCH

President, Finch Telecommunications, Inc. Owner-Operator WGHF New York, FM-Fax

WHEN NEW inventions appear in any field, they often give the impression of being mysterious menaces to existing industries. Sometimes the fear they arouse is justified, but often the new device turns out to be useful rather than detrimental—helpful not harmful.

Facsimile is causing quite a furor among publishers, largely because they recall the advent of radio broadcasting a generation ago, and the effect it had on the newspaper business.

We lay no claim to being omniscient. We don't know just what the effect of facsimile on the newspaper industry will be. We have some ideas on the subject which we are happy to share with you, but actually, we don't know.

What Facsimile Is

First of all, let us discuss what facsimile is and what it can do. It is, of course, a method of sending over ordinary radio or telephone channels printed or written material, including illustrations, in such a way that an exact "facsimile" is received at a distant point or points.

When broadcast by radio for home reception, facsimile is received on paper in black and white and emerges from the radio cabinet finished and ready for perusal. The quality of reproduction is equivalent to a 100-line screen, which permits the use of type faces of 8 point or larger sizes. Photographs are accurately reproduced and line cuts, of course, give excellent results. Broadcasts of this type can be received at any point where sound programs from the same station can be heard.

Another question arises and is frequently brought up as to whether facsimile broadcasting will directly compete with newspapers. That is one of the questions to which we also have no answer. We are sure, however, that facsimile will supplement rather than supplant a newspaper and extend the coverage of papers, and at the same time stimulate reader interest. What the ultimate competitive situation will be, would require a better crystal ball than we have yet acquired.

Daily publishers are in a most advantageous position to pioneer facsimile broadcasting, particularly in those cases where they already own FM broadcasting stations or are affiliated with an FM station. In those cases, the essential facilities already exist. They have the staff and equipment for preparing facsimile material and the radio channel for distributing it to the public. They require only comparatively inexpensive facsimile devices to complete the system.

High Promotion Value

Naturally, since it is new, facsimile will probably not be a profitable enterprise for the first year or so of operation. However, some time will elapse before there are enough facsimile receivers in any station's area to constitute a profitable audience. On the other hand, the novelty of facsimile gives it a high promotional value, which will bring valuable publicity to

(Continued on page 210)

Captain Finch

ALTHOUGH Capt. W. G. H. Finch of the Naval Reserve was wholly diverted from his avid development of facsimile by naval service during the war, he quickly got back into the field, is now broadcasting print and pictures over WGHF New York. He has worked in facsimile since the '20's; here he discusses its significance.

Hogan Sees Means of Printing in Home By Radio Any Kind of Copy

By JOHN V. L. HOGAN

President, Radio Inventions Inc.

FACSIMILE presents itself to the broadcaster as a means of printing in the home by radio any kind of copy which can be reduced to paper. It does this at a high rate of speed and with adequate detail for handling fine illustrations and compact type matter without requiring any special skill or attention at the home installation. Future developments in facsimile will concern themselves with lowering the cost of home equipment and with improvements in paper chemistry. But the standards of fidelity and rate of copy production in the home will probably stand for many years to come because equipment conforming to them is entirely adequate for any conceivable home service purpose.

While it may be repetition to those familiar with facsimile, a brief description may be helpful. The equipment installed at an FM broadcasting station for transmitting facsimile is substantially a device for converting the printed, drawn, photographed or handwritten subject matter to be transmitted into a series of electrical impulses within the sound range. This is accomplished by wrapping the paper on which the subject matter is written or printed on a cylindrical drum and analyzing it progressively by means of a photoelectric system. Rotation of the drum obtains a series of electrical impulses corresponding to the shading of successive areas of a "line" of copy viewed progressively.

Movement of the photoelectric system or scanning head by means of a lead screw along the length of the drum at the rate of one standard line width per revolution of the drum results in submitting the entire subject matter to the photoelectric system as an orderly series of lines. The picture signal thus obtained is utilized to modulate the conventional FM broadcast transmitter.

Clearer With FM

FM rather than AM is used not only because of its superior fidelity and absence of background noise but because it provides adequate channel width to transmit and receive facsimile copy with high fidelity and at a rapid rate. The home reproduction is a little over 8 inches wide at a rate just under 3½ linear inches per minute. This amounts to delivering 28.1 square inches per minute of finished copy, a rate sufficient to deliver four pages of letter-size copy per 15-minute broadcast with sufficient detail to handle all kinds of copy, type and illustration.

For home reception a conventional FM receiver or a facsimile-FM combination may be used. The evolutions of the scanning process are repeated at the home reproducer by means of a recording drum synchronized with the scanning drum and continuous paper feed which moves the paper through the marking point at the same rate that the scanning head moves down the cylindrical scanning drum.

Direct printing is achieved by depositing iron electrolytically into a specially treated paper having

(Continued on page 220)

Mr. Hogan

JOHN V. L. HOGAN, president of Radio Inventions Inc., and a leader in the infant facsimile industry, in this discussion reviews the fundamentals of this type of broadcasting, and suggests future directions its development may take. Present standards of fidelity and speed of reproduction will stand a long while, he indicates.

Fax Expert Predicts Rapid Expansion As Soon as Equipment Is Available

By LESTER H. NAFZGER

Station Director, WELD Columbus, O.

FACSIMILE, the sending of printed matter and pictures by radio has an immediate and natural attraction to newspapers. Facsimile has made such outstanding progress in the past years that few if any newspapers can wisely chart their future without including a careful investigation of this new service.

Mr. Nafzger

Previous to the war several newspapers, and radio stations, became interested in facsimile as an experimental service, and in many instances, as with our own W8XUM, these experimental transmisions have been continued even though the method or equipment in use may be far outdated. The continued interest of these pioneers has been sustained; for they have had a first hand opportunity to explore the potentialities of facsimile.

Now, and in the months to come, more and more will be heard about facsimile for it must be included as one of the three new services being offered to the public. That newspapers are vitally interested in facsimile is indicated by the number who have plans under way for the inauguration of a facsimile service just as soon as equipment can be supplied. These newspapers will explore the potentialities of a new service which has every indication of providing a means to supplement their present operations and to enhance the value of their service to the public and to the advertiser. Obviously these newspapers are of the opinion that facsimile may be the answer to a maintenance of continuity in the service they now provide, for facsimile is a service which may well fill the gap between editions. They see in facsimile an opportunity to keep the public informed throughout the day and to promptly reach those who may not receive their newspaper

(Continued on page 128)

IN CHARGE of experimental facsimile station W8XUM Columbus, Ohio, Lester H. Nafzger evaluates this medium on the basis of extensive experience. He has been in broadcasting since 1929, and since 1939 has been station director of WELD Columbus. He is vice-president in charge of engineering of RadiOhio Inc., Columbus.

Equipment Manufacture at All-Time High

RMA Head Terms Future Even Brighter

By BOND GEDDES
Executive Vice President
Radio Manufacturers Assn.

QUESTION MARK over the radio industry's full and final reconversion has been the flow of equipment. Here, in an optimistic tenor, Mr. Geddes tells how the little trickles of apparatus have developed into waves of apparatus coming off the shipping line . . . a pleasing picture to the operator whose station is sadly beset by need for new replacements.

DESPITE a slow start after VJ-Day and in the face of pricing difficulties, material shortages, and low labor productivity, the radio manufacturing industry today is producing radio receivers at a higher rate than it did before the war and is steadily increasing deliveries of broadcast transmitters, particularly in the FM field where they are in most demand.

Never before in the industry's history has it been better equipped to manufacture the apparatus upon which the growth of broadcasting service depends. During the war radio manufacturing facilities increased several fold to fulfill the requirements of the military services, and a large part of these expanded facilities are in operation today, striving to meet the backlog of demands for radio sets from the public and for transmitting equipment from broadcasters.

According to present indications, the radio industry in 1946 will equal, if not surpass, the greatest prewar year — 1941 — when about 13,650,000 receivers of all types were produced. Only about 8,000,000 sets were turned out during the first year after V-J Day, but the monthly production average rose sharply in August after passing the 1941 monthly rate in June.

Up until late summer radio set production was unbalanced and heavily weighted with table models, due principally to the extreme shortage of wood cabinets. However, in August the output of consoles totaled over 100,000 and equaled the 1941 average unit production. I believe that the proportion of consoles will continue to increase rapidly as a number of manufacturers are making their own wood cabinets where they were unable to buy them.

Some Handicaps

Transmitter production has been slower starting due to the much more complex manufacturing problems as well as material shortages, such as steel and copper, the scarcity of fractional horsepower motors, as well as other reconversion hazards which have plagued all industries. The fact that the FCC did not finally settle the FM band controversy until early this year delayed the designing of FM transmitters as well as FM receivers.

Right here I would like to answer irresponsible critics who have charged that set manufacturers have purposely delayed the production of FM receivers. The manufacture of FM receivers has been delayed by a number of production factors, including the delay in settling the FM band controversy, but it can be expected to increase steadily and substantially as set manufacturers are able to produce a greater proportion of console models in which the full advantages of FM reception are best realized.

At this writing more than 100 FM transmitters had been produced and delivered by the major equipment manufacturers, and several of the manufacturers were on a regular delivery schedule of from two to six transmitters a week with good prospects of gradually increasing their production rate this fall and winter.

Several other large manufacturers expected to start weekly deliveries this fall, while others do not plan to make any deliveries before early next year. Production to date has been almost entirely in the low power categories of from 250 w to 1 kw, and few, if any, transmitters of 10 kw or above are scheduled to be delivered before early 1947.

One large transmitter manufacturer's delivery schedule is typical of the rate at which orders are being filled by the leading producers. It has scheduled deliveries of transmitters from 250 w to 1 kw within six weeks of receipt of an order, but requires three months to deliver transmitters up to 10 kw and from nine months to a year to deliver 50 kw transmitters.

RMA this fall for the first time is collecting quarterly statistics on the production of transmitting equipment and intends to issue information periodically on the output of this equipment as it does on radio receivers and receiving tubes. This data is collected from individual manufacturers on a confidential basis by an independent accounting firm by means of a questionnaire prepared by the RMA Transmitter Division, of which S. P. Taylor, of Western Electric Co., is chairman.

June Production

Despite heavy production of radio receiving tubes, as in June when a new high of almost 18,000,000 tubes were produced, the output has not kept up with the demand. Of the approximately 100,000,000 tubes produced in the first seven months of this year, almost 60,000,000 have been for new sets and over 35,000,000 for replacement of tubes in prewar sets in the 34,000,000 radio-equipped homes of the United States.

Unless strikes and material shortages continue to reduce the production of receiving tubes, as they did in July, tube manufacturers believe that the supply will approximate demand in 1947. M. F. Balcom, chairman of the RMA Tube Division, in his annual report predicted that this year's output of receiving tubes will exceed that of 1945 when approximately 139,000,000 were turned out.

A new RMA project which, while not direotly concerned with commercial broadcasting, will increase the nation's listening audience and perhaps provide a training field for radio technicians and program talent is the promotion of sound systems for public and parochial schools, colleges and universities.

The RMA School Equipment Committee, of which Lee McCanne, vice president of Stromberg-Carlson Co., is chairman, a few weeks ago issued a brochure on "School Sound Systems" in cooperation with the U.S. Office of Education. This brochure was the result of months of work by a joint committee of educators and manufacturers and includes basic standards by which any school officer can determine both his school's needs and whether the equipment he proposes to buy meets the proper specifications.

Classroom Use

As the use of radio in school classrooms involves the tuning in of many programs broadcast by commercial stations, as well as programs developed by the students and teachers, the more widespread use of radio equipment in the schools will greatly increase daytime listening audiences.

Radio manufacturers and broadcasters are working more closely together than ever before in the twenty-six years of radio broadcasting, and RMA is particularly gratified to have the opportunity to join the NAB again this year in the promotion and observance of

(Continued on page 176)

Armstrong Says Setmakers Behind Broadcasters on FM

By E. H. ARMSTRONG
Inventor of FM

FM'S INVENTOR and foremost protagonist of the staticless system of broadcasting, Mr. Armstrong here takes issue with manufacturers' reluctance to produce FM sets in abundance. A practical broadcaster himself—FM Station W2XMN Alpine, N. J.—Mr. Armstrong is also professor of electrical engineering at Columbia U. He was a major in World War I, and devoted much time to wartime electronics during World War II.

I HAVE BEEN asked to make an appraisal of the FM situation as I see it today. I can say that history is repeating itself.

Fundamentally, FM was pioneered by the independent broadcasters, and the names of Shepard and Doolittle go down in radio history as men who took great risks to make possible a better public service.

It was not pioneered by the manufacturers. In the early days it was supported by an outstanding few only of the makers of transmitters and receivers. It was opposed by the principal networks and by the FCC, the latter instance probably resulting from poor engineering service.

This situation was rectified under the Chairmanship of James Lawrence Fly in 1940 when, with the efforts of a substantial number of manufacturers reinforcing those of some 50 pioneer broadcasters, FM activity was raised to a high level.

MR. ARMSTRONG

A large part of this early effort was recently destroyed by the shift in the frequencies of the FM band, and we are just emerging from a condition of near chaos of over a year's duration. This resurrection was brought about by the original FM manufacturers, under the leadership of Zenith's Gene McDon-

(Continued on page 108)

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President, Radio Inventions Inc.

FACSIMILE presents itself to the broadcaster as a means of printing in the home by radio any kind of copy which can be reduced to paper. It does this at a high rate of speed and with adequate detail for handling fine illustrations and compact type matter without requiring any special skill or attention at the home installation. Future developments in facsimile will concern themselves with lowering the cost of home equipment and with improvements in paper chemistry. But the standards of fidelity and rate of copy production in the home will probably stand for many years to come because equipment conforming to them is entirely adequate for any conceivable home service purpose.

While it may be repetition to those familiar with facsimile, a brief description may be helpful. The equipment installed at an FM broadcasting station for transmitting facsimile is substantially a device for converting the printed, drawn, photographed or handwritten subject matter to be transmitted into a series of electrical impulses within the sound range. This is accomplished by wrapping the paper on which the subject matter is written or printed on a cylindrical drum and analyzing it progressively by means of a photoelectric system. Rotation of the drum obtains a series of electrical impulses corresponding to the shading of successive areas of a "line" of copy viewed progressively.

Movement of the photoelectric system or scanning head by means of a lead screw along the length of the drum at the rate of one standard line width per revolution of the drum results in submitting the entire subject matter to the photoelectric system as an orderly series of lines. The picture signal thus obtained is utilized to modulate the conventional FM broadcast transmitter.

Mr. Hogan

JOHN V. L. HOGAN, president of Radio Inventions Inc., and a leader in the infant facsimile industry, in this discussion reviews the fundamentals of this type of broadcasting, and suggests future directions its development may take. Present standards of fidelity and speed of reproduction will stand a long while, he indicates.

Clearer With FM

FM rather than AM is used not only because of its superior fidelity and absence of background noise but because it provides adequate channel width to transmit and receive facsimile copy with high fidelity and at a rapid rate. The home reproduction is a little over 8 inches wide at a rate just under 3½ linear inches per minute. This amounts to delivering 28.1 square inches per minute of finished copy, a rate sufficient to deliver four pages of letter-size copy per 15-minute broadcast with sufficient detail to handle all kinds of copy, type and illustration.

For home reception a conventional FM receiver or a facsimile-FM combination may be used. The evolutions of the scanning process are repeated at the home reproducer by means of a recording drum synchronized with the scanning drum and continuous paper feed which moves the paper through the marking point at the same rate that the scanning head moves down the cylindrical scanning drum.

Direct printing is achieved by depositing iron electrolytically into a specially treated paper having

(*Continued on page 220*)

Fax Expert Predicts Rapid Expansion As Soon as Equipment Is Available

By LESTER H. NAFZGER

Station Director, WELD Columbus, O.

FACSIMILE, the sending of printed matter and pictures by radio has an immediate and natural attraction to newspapers. Facsimile has made such outstanding progress in the past years that few if any newspapers can wisely chart their future without including a careful investigation of this new service.

Mr. Nafzger

IN CHARGE of experimental facsimile station W8XUM Columbus, Ohio, Lester H. Nafzger evaluates this medium on the basis of extensive experience. He has been in broadcasting since 1929, and since 1939 has been station director of WELD Columbus. He is vice-president in charge of engineering of RadiOhio Inc., Columbus.

Previous to the war several newspapers, and radio stations, became interested in facsimile as an experimental service, and in many instances, as with our own W8XUM, these experimental transmisions have been continued even though the method or equipment in use may be far outdated. The continued interest of these pioneers has been sustained; for they have had a first hand opportunity to explore the potentialities of facsimile.

Now, and in the months to come, more and more will be heard about facsimile for it must be included as one of the three new services being offered to the public. That newspapers are vitally interested in facsimile is indicated by the number who have plans under way for the inauguration of a facsimile service just as soon as equipment can be supplied. These newspapers will explore the potentialities of a new service which has every indication of providing a means to supplement their present operations and to enhance the value of their service to the public and to the advertiser. Obviously these newspapers are of the opinion that facsimile may be the answer to a maintenance of continuity in the service they now provide, for facsimile is a service which may well fill the gap between editions. They see in facsimile an opportunity to keep the public informed throughout the day and to promptly reach those who may not receive their newspaper

(*Continued on page 128*)

Equipment Manufacture at All-Time High

RMA Head Terms Future Even Brighter

By BOND GEDDES
Executive Vice President
Radio Manufacturers Assn.

QUESTION MARK over the radio industry's full and final reconversion has been the flow of equipment. Here, in an optimistic tenor, Mr. Geddes tells how the little trickles of apparatus have developed into waves of apparatus coming off the shipping line . . . a pleasing picture to the operator whose station is sadly beset by need for new replacements.

DESPITE a slow start after VJ-Day and in the face of pricing difficulties, material shortages, and low labor productivity, the radio manufacturing industry today is producing radio receivers at a higher rate than it did before the war and is steadily increasing deliveries of broadcast transmitters, particularly in the FM field where they are in most demand.

Never before in the industry's history has it been better equipped to manufacture the apparatus upon which the growth of broadcasting service depends. During the war radio manufacturing facilities increased several fold to fulfill the requirements of the military services, and a large part of these expanded facilities are in operation today, striving to meet the backlog of demands for radio sets from the public and for transmitting equipment from broadcasters.

According to present indications, the radio industry in 1946 will equal, if not surpass, the greatest prewar year — 1941 — when about 13,650,000 receivers of all types were produced. Only about 8,000,000 sets were turned out during the first year after V-J Day, but the monthly production average rose sharply in August after passing the 1941 monthly rate in June.

Up until late summer radio set production was unbalanced and heavily weighted with table models, due principally to the extreme shortage of wood cabinets. However, in August the output of consoles totaled over 100,000 and equaled the 1941 average unit production. I believe that the proportion of consoles will continue to increase rapidly as a number of manufacturers are making their own wood cabinets where they were unable to buy them.

Some Handicaps

Transmitter production has been slower starting due to the much more complex manufacturing problems as well as material shortages, such as steel and copper, the scarcity of fractional horsepower motors, as well as other reconversion hazards which have plagued all industries. The fact that the FCC did not finally settle the FM band controversy until early this year delayed the designing of FM transmitters as well as FM receivers.

Right here I would like to answer irresponsible critics who have charged that set manufacturers have purposely delayed the production of FM receivers. The manufacture of FM receivers has been delayed by a number of production factors, including the delay in settling the FM band controversy, but it can be expected to increase steadily and substantially as set manufacturers are able to produce a greater proportion of console models in which the full advantages of FM reception are best realized.

At this writing more than 100 FM transmitters had been produced and delivered by the major equipment manufacturers, and several of the manufacturers were on a regular delivery schedule of from two to six transmitters a week with good prospects of gradually increasing their production rate this fall and winter.

Several other large manufacturers expected to start weekly deliveries this fall, while others do not plan to make any deliveries before early next year. Production to date has been almost entirely in the low power categories of from 250 w to 1 kw, and few, if any, transmitters of 10 kw or above are scheduled to be delivered before early 1947.

One large transmitter manufacturer's delivery schedule is typical of the rate at which orders are being filled by the leading producers. It has scheduled deliveries of transmitters from 250 w to 1 kw within six weeks of receipt of an order, but requires three months to deliver transmitters up to 10 kw and from nine months to a year to deliver 50 kw transmitters.

RMA this fall for the first time is collecting quarterly statistics on the production of transmitting equipment and intends to issue information periodically on the output of this equipment as it does on radio receivers and receiving tubes. This data is collected from individual manufacturers on a confidential basis by an independent accounting firm by means of a questionnaire prepared by the RMA Transmitter Division, of which S. P. Taylor, of Western Electric Co., is chairman.

June Production

Despite heavy production of radio receiving tubes, as in June when a new high of almost 18,000,000 tubes were produced, the output has not kept up with the demand. Of the approximately 100,000,000 tubes produced in the first seven months of this year, almost 60,000,000 have been for new sets and over 35,000,000 for replacement of tubes in prewar sets in the 34,000,000 radio-equipped homes of the United States.

Unless strikes and material shortages continue to reduce the production of receiving tubes, as they did in July, tube manufacturers believe that the supply will approximate demand in 1947. M. F. Balcom, chairman of the RMA Tube Division, in his annual report predicted that this year's output of receiving tubes will exceed that of 1945 when approximately 139,000,000 were turned out.

A new RMA project which, while not direotly concerned with commercial broadcasting, will increase the nation's listening audience and perhaps provide a training field for radio technicians and program talent is the promotion of sound systems for public and parochial schools, colleges and universities.

The RMA School Equipment Committee, of which Lee McCanne, vice president of Stromberg-Carlson Co., is chairman, a few weeks ago issued a brochure on "School Sound Systems" in cooperation with the U.S. Office of Education. This brochure was the result of months of work by a joint committee of educators and manufacturers and includes basic standards by which any school officer can determine both his school's needs and whether the equipment he proposes to buy meets the proper specifications.

Classroom Use

As the use of radio in school classrooms involves the tuning in of many programs broadcast by commercial stations, as well as programs developed by the students and teachers, the more widespread use of radio equipment in the schools will greatly increase daytime listening audiences.

Radio manufacturers and broadcasters are working more closely together than ever before in the twenty-six years of radio broadcasting, and RMA is particularly gratified to have the opportunity to join the NAB again this year in the promotion and observance of

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Armstrong Says Setmakers Behind Broadcasters on FM

By E. H. ARMSTRONG
Inventor of FM

FM'S INVENTOR and foremost protagonist of the staticless system of broadcasting, Mr. Armstrong here takes issue with manufacturers' reluctance to produce FM sets in abundance. A practical broadcaster himself—FM Station W2XMN Alpine, N. J.—Mr. Armstrong is also professor of electrical engineering at Columbia U. He was a major in World War I, and devoted much time to wartime electronics during World War II.

I HAVE BEEN asked to make an appraisal of the FM situation as I see it today. I can say that history is repeating itself.

Fundamentally, FM was pioneered by the independent broadcasters, and the names of Shepard and Doolittle go down in radio history as men who took great risks to make possible a better public service.

It was not pioneered by the manufacturers. In the early days it was supported by an outstanding few only of the makers of transmitters and receivers. It was opposed by the principal networks and by the FCC, the latter instance probably resulting from poor engineering service.

This situation was rectified under the Chairmanship of James Lawrence Fly in 1940 when, with the efforts of a substantial number of manufacturers reinforcing those of some 50 pioneer broadcasters, FM activity was raised to a high level.

MR. ARMSTRONG

A large part of this early effort was recently destroyed by the shift in the frequencies of the FM band, and we are just emerging from a condition of near chaos of over a year's duration. This resurrection was brought about by the original FM manufacturers, under the leadership of Zenith's Gene McDon-

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Accounting Is Framework of Radio

Firm Financial Foundation Essential

By J. HAROLD RYAN

Vice President and Treasurer, The Fort Industry Co.

WHETHER starting a new station, or veteran of 20 years of radio experience, it is certain you will find the accompanying article on station finances by J. Harold Ryan of great practical value. While avoiding generalities, Mr. Ryan has made his piece applicable to every type of station. Now vice president and treasurer of Fort Industry Co., Mr. Ryan is a former NAB head.

DURING its short life span of 26 years broadcasting has attracted to itself some of the glamor that has previously been the exclusive property of stage and screen. Stars from these arenas appear nightly as guests on the radio and some of them have their own programs. Conversely performers who have made a name for themselves in broadcasting are appearing on stage and screen.

This interchange between broadcasting and the stage and screen has focused the spotlight of glamor upon radio and its programs. There is, however, another side to broadcast station operation which is far removed from the klieg lights and is most prosaic in character. It is none the less important.

Record Keeping

This additional aspect of many-sided radio is the dry subject of record keeping, technically known by the name of accounting. Accounting is the framework upon which broadcasting is built. Without a firm foundation of accountancy, radio stations would be unable to deliver to the public that varied structure of entertainment, information, news and in general, public interest which the listener demands and which it is the obligation of the station licensee to furnish.

The FCC recognizes the necessity for a firm financial and accounting background in the careful scrutiny as to finances, which it gives every application for a new or improved facility. While the balance sheet and the profit and loss statement are not the chief aim of a radio station, they must be on a sound foundation if radio is to prosper, and by prospering, serve.

With all the new licenses that have been granted recently by the Commission, not only in the developing FM field, but also in the established AM classification, there are going to be many newcomers in broadcasting who will be strangers not only to the whole subject of radio, but also to advertising, upon which radio is based for its financial support. For the benefit of these newcomers it may be well to examine some of the simpler problems of radio accounting.

It has been asked whether the same system of accounting can be used for every station without regard to its power or classification. In The Fort Industry Co. we have found that we can use the same schedules for the breakdown of income and expense and the same forms for balance sheets for all of our stations. Inasmuch as we have one 50 kw, one 10 kw, three 5 kw, and two 250 w stations in our group, our accounting problems run the gamut of those to be found at every station regardless of size and class.

As to income, the classifications to be followed are few. The station manager and the station owner will want to know the amount of his receipts from announcements, from programs and from network (if he be a network affiliate). He will also want to know what amount of his announcements are for local advertisers and what for national, and the same facts with regard to programs.

Such division enables the manager to keep a finger on the pulse of the station to be doubly sure that he has a proper balance between the local and the national advertiser and the network advertiser, and that he is not subordinating the use of his commercial time to the interest of either national or local advertisers to the exclusion or disadvantage of the other classification. It will also show him whether his balance between network, programs, and announcements is on a reasonable basis, and will enable him to keep any one of these classifications from getting too great a prominence in his program structure.

Net Affiliate's Problem

If the station is a network affiliate, the problem is encountered in correctly estimating the amount of the income from the day's network programs. If your network requires 16 hours free time each four-week period (four free hours a week) and pays on commercial programs 20% of the billing rate on the first 25 converted nighttime hours after the free hours (6¼ hours per week), 30% on the second 25 converted nighttime hours and

MR. RYAN

37½% on all time above that, we have found the best method is to show first the unit hour credit converted into nighttime hours from which we first deduct .571 hours which is the one day equiva-

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BMI Economic, Social Aims Stressed

Claims Six-Year Saving Of $60,000,000 To Industry

By SYDNEY M. KAYE

Executive Vice President, and General Counsel, BMI

CHAMPION of commercial broadcasting in numerous encounters with Blue Book advocates, BMI's Sydney Kaye here sets forth his views on what the future holds for Broadcast Music Inc. and the broadcasters' relations with the service. Throughout his BMI melody, there is also audible a slightly dissonant obbligato—ASCAP.

AT THE 1946 Convention of the broadcasting industry, BMI will have little time for reminiscence as to the past, since it is devoting its energy to facing a future which seems to be crowded with useful service.

MR. KAYE

The most dramatic fact for broadcasters in BMI's past is that during the six year period from January 1, 1941, to January 1, 1947, the broadcasting industry will pay to BMI and ASCAP combined approximately $60,000,000 less than broadcasters would have paid to ASCAP alone if ASCAP's 1940 proposal had been accepted; and approximately $23,000,000 less than broadcasters would have paid to ASCAP alone under the contract which was in force prior to 1940.

During this same period, both BMI and ASCAP have each year paid more to composers and publishers than ever before, and musical copyrights have increased 36%, despite a reduction in the number of copyrights in literary and artistic field. BMI has, therefore, served both a sound economic and social purpose.

Future Picture

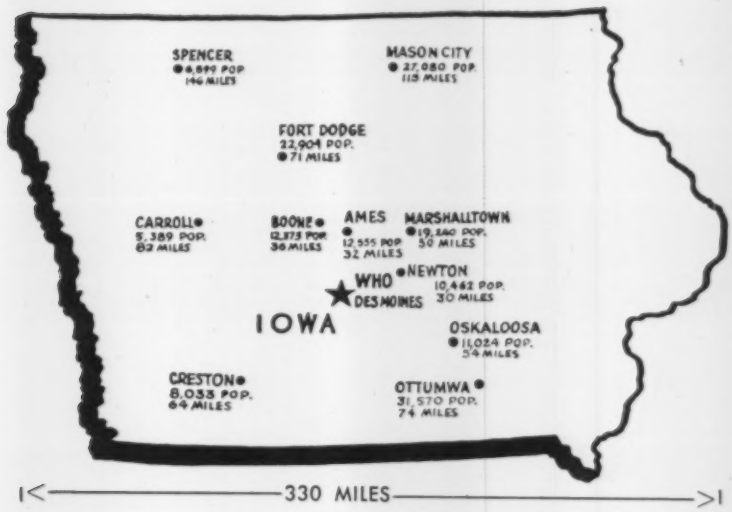
New music licensing problems, it would appear, will arise in the near future. All contracts between broadcasters and ASCAP come to an end on December 31, 1949. ASCAP has the right, prior to the end of 1948, to demand increased fees from broadcasters. Each individual broadcaster may thereupon either accept the demand, or may, at his option, terminate his agreement with ASCAP as of the end of 1949. If he does not give notice of termination, the percentage which the broadcaster will pay ASCAP from 1950 to 1959 will be determined by arbitration. The contracts between broadcasters and ASCAP provide that ASCAP cannot, in any such arbitration, be awarded less than it is getting now, though it may be awarded more.

However, broadcasters who during the last period of their ASCAP contracts are on a per program basis will be entitled to remain on the per program basis during the nine years renewal term, and will, therefore, be able to control the price that they pay to ASCAP by controlling the amount of ASCAP music which they use. Broadcasters who are on a blanket basis with ASCAP when their contracts come to an end, and who have not given notice of termination, will have no alternative but to pay the amount which the abitration fixes.

Many broadcasters view a contract which requires a payment of a percentage of the gross revenue

(Continued on page 161)

AFTERNOON IS GOOD TIME ON WHO!



(HOOPER MAKES UNUSUAL STUDY IN 11 IOWA CITIES!)

Des Moines is the only city in Iowa with population over 100,000 — has only 6.8% of Iowa's people. Therefore Hooperatings in smaller, more typical Iowa cities may be far more significant for a 1-A clear channel station than Hooperatings in Des Moines.

To get the facts for you, we asked Hooper to survey 11 "outside zone" cities 30 to 146 airline miles from Des Moines, *seven* having their own local radio stations.

The results tell the story.

12:00 NOON TO 6:00 P.M. MONDAY THRU FRIDAY								
	Rating	Share of Aud.	Rating	Share of Aud.	Rating	Share of Aud.	Rating	Share of Aud.
DES MOINES	WHO		STATION B		STATION C		OTHERS	
	6.4	46.3	2.7	19.2	4.3	30.8	0.5	3.7
11 OTHER CITIES	WHO		ALL CBS		ALL ABC-MBS		ALL OTHERS*	
	11.8	51.5	3.8	16.6	6.2	27.0	1.1	5.0

*This includes "all other NBC" — which had rating of 0.2, and 1.0 Share of Audience.

Iowa people *listen most* to WHO because, in radio, this organization is Iowa's leading *entertainer*, *news source*, and *good citizen*. Write us — or Free & Peters — for a copy of the complete Report.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, President - J. O. Maland, Manager

FREE & PETERS, Inc., *National Representatives*

Antenna

(*Continued from page 42*)

tion is a vertical whip, which has non-directional characteristics in the horizontal plane, but may not give satisfactory results with the present standard of horizontal polarization. With circular polarization this vertical whip should give good performance because of the vertically polarized component in the transmitted wave.

In the case of television, the reception problem is more complicated. Not only is it desirable to receive a strong signal, but equally important is the matter of reducing the intensity of ghosts. Although the author has not had experience with this problem it is reasonable to believe that circular polarization will give much more latitude for coping with both of these factors. By providing circular polarization, it will be possible to place the receiving antenna in many more positions and still provide a satisfactory signal. The procedure will then be to select a satisfactory signal position which will minimize multiple reflections, the cause of ghosts.

The allocation problem of the FCC should not be altered by the adoption of circular polarization. This conclusion is based upon the experimental results which show that the propagation characteristics of vertically, horizontally, and circularly polarized waves, which cause interference to other FM service areas, are quite similar.

Cost

Granted that circular polarization is superior, what will it cost? The FM or television receiver installation costs to the public should remain the same. The only increased cost will be incurred by the broadcaster who will have to install a more diversified transmitting antenna and perhaps increase the transmitter power.

Consider the following example: A broadcasting station has a proposed design calling for a 500-foot tower at $20,000, a horizontally polarized antenna having a power gain of 5, at $4,000, and a 3 kw transmitter at $12,500. It is estimated that the operating power cost is $1,100 per year. If this station chooses to adopt circular polarization, the antenna costs may double, and it will be necessary to install a 10 kw transmitter at a cost of $23,000. Since the output power in increased threefold, the antenna power gain or tower height can be decreased somewhat for the same coverage. The operating power costs may be increased to $2,300 per year. Summarizing, we have an initial cost of $36,500 and a yearly power bill of $1,100 for only horizontal polarization. If circular polarization is adopted, the initial installation cost will be increased to $51,000 and the yearly power bill will be increased to $2,300. In other words, it will cost $14,500 more to install circular polarization and $1,200 per year more in the power bill to operate the facility.

Better Service

The question that you as a broadcaster must face is, would you rather serve the public with only a horizontally polarized wave when your competitor has equal coverage with a circularly polarized wave? The answer appears obvious. The broadcaster with circular polarization will serve best the greatest number of receiving antennas, while the broadcaster with horizontal polarization will serve best only those receiving antennas which are horizontally polarized and which are oriented to pick up a signal from his station.

It is believed that the FCC should be tolerant at this time and grant applications requesting transmitting antennas having either pure vertical or pure horizontal polarization, with the thought in mind that later on the applicant will adopt circular polarization and increase the power if required.

With regard to the problem of designing transmitting antennas for circular polarization, the author believes that radio engineers will rise to the occasion and soon develop antennas with reasonable gains and at a reasonable cost.

In conclusion, the author wishes to acknowledge the assistance of the United Broadcasting Co.'s professional staff engineers, J. F. Dobosy, who developed the prototype transmitting antenna, and E. K. Ackerman, who developed the field measuring equipment used in the engineering staff car both of which are shown in the accompanying photos.

A limited number of our reports on our "Circular Polarization Tests," as presented to the FCC are available to those vitally interested in this subject.

Disaster Memento

THE WIRELESS key which the 21-year-old David Sarnoff used to establish contact with rescue ships at the time of the *Titantic* disaster in 1912 has been presented to the 55-year-old president of RCA by officials of the corporation in observance of his 40th anniversary in radio. For 72 hours after he received the first SOS from the sinking *Titantic*, the young Sarnoff stayed at his post at the John Wanamaker station, New York, sending and receiving signals from rescue craft.

You can take the girl out of the country. . .

...and she isn't much different today from her city sister. WSPD has a voice for both. Throughout 25 years of broadcasting experience, satisfying the listeners in both the great harvest section of Northwestern Ohio and the intense industrial region of Toledo, WSPD brings everything modern to over 2,000,000 people.

Whether country harvester or city shop-keeper, the listeners in WSPD's primary area spend $700,000,000 a year on retail goods alone.

If you have a story to tell in this conspicuously rich market, WSPD's quarter century of influence and listener acceptance is ready to work for you.

A QUARTER CENTURY • THE VOICE OF TOLEDO

WSPD TOLEDO, OHIO

5000 WATTS

NBC

A FORT INDUSTRY STATION

Just ask Katz

Wisdom

A GI sent that picture in to us from the Orient. Korea to be exact. We liked it because it seems to have caught the serenity that comes from knowledge and experience.

We don't picture smart time buyers looking like this old Korean grandfather puffing away on his pipe.

But we do know that once they have the facts . . . they buy time with a serenity and sureness worthy of an elder statesman.

We said, "Once they have the facts." That's why every W-I-T-H ad states as bluntly as possible: W-I-T-H, the successful independent in Baltimore, delivers more listeners-per-dollar-spent than any other station in town.

Putting W-I-T-H at the top of the list is wisdom!

W·I·T·H

and the F M Station W3XMB

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

GOP Chairman Assails FCC Inroads

Says Blue Book Denies Rights Embodied In Radio Act

By CARROLL REECE
Chairman, Republican National Committee

ONCE MORE broadcasters must turn to the Republican Party for their freedom of enterprise or face the threat of strangling controls at the hands of a power-hungry Administration.

A Republican Congress, during the Coolidge Administration, enacted the Radio Act of 1927, whose principles are embodied in the Communications Act of 1934. That Congress wisely decreed there should be no censorship of radio, and that the Federal Radio Commission had no authority to regulate the business affairs of radio stations.

I need not tell broadcasters what is happening under the New Deal-packed FCC, successor to the FRC. By what authority does a Government agency, created by Congress to regulate traffic over the air, dare attempt to tell our 140,000,000 citizens what they should or should not hear on the radio?

Answer Is 'No'

Did the Congress intend that the FCC should set itself up as an authority on how stations should be programmed, how news broadcasts should be handled, or how much a man should get for his property, and to whom he should sell? Emphatically NO!

Yet FCC's Blue Book, issued March 7 of this year, gives every indication that the Commission intends, under the Democrat Administration, to exercise complete control over radio broadcasting—even down to inquiring into the personnel a station shall employ. The so-called Avco decision actually makes the Commission a public auctioneer of private sales.

During the war we had an example of how the FCC's War Problems Division gestapo worked hand in glove with the Office of Facts and Figures and later the Office of War Information to control foreign language stations. It is a matter of record that they forced certain loyal citizens off the air by the exercise of temporary licenses and literally prodded broadcasters into hiring aliens selected by the OWI. One need only to read the record of the House Select Committee to Investigate the FCC (of the 78th Congress) to reveal the early pattern for today's Blue Book, as well as other vicious FCC "policies."

Mr. REECE

A 'Good Law'

As a member of the House Interstate & Foreign Commerce Committee which handled the Communications Act of 1934, I felt, as did other members of the Committee, that it was a good law. It still is a good law. It will be recalled that the Supreme Court decision of May 10, 1943 held that the Congress gave the FCC control over the composition of traffic. Now the Commission seems to think that the Congress intended it should legislate by administrative procedure.

The time is here for action. Unless the new Congress enacts definitive radio legislation—once and for all expressing in clear-cut language its intent that radio should remain free from Government interference — I shudder to think what the next two years will bring. It is imperative therefore that a Republican Congress be elected in November to protect and preserve the rights of our free broadcasting system. We must keep it unshackled by Government interference if we are to save our basic freedoms. The radio is a recognized medium of these freedoms. It must not be controlled or regulated out of existence.

In the year 1920 there were approximately 60,000,000 citizens of the United States, 21 years of age or older, who were eligible to vote in the national election. Of this number some 26,000,000, or less than half, went to the polls and voted. This campaign marked the end of an era, for it was the last in which the speeches of the candidates and their supporters could not be brought to the public by radio.

Twenty-four years later, in 1944, there were 80,000,000 men and women eligible to vote in the national election. Had the same proportion exercised their franchise as in 1920, the total vote would have approximated 35,000,000. Actually 48,000,000, or 60% of those

(Continued on page 52)

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

WPTF's Primary* Tops 41 States In Farm Income!

The Farm Giants

California	$1,851,510,000
Texas	1,954,560,000
Iowa	1,441,490,000
Illinois	1,257,320,000
North Carolina	979,220,000
Minnesota	904,890,000
Ohio	813,230,000
WPTF's Primary	804,956,000

*PRIMARY...
71 counties in North Carolina, Virginia and South Carolina where 77% of the people listen regularly to WPTF. (Latest NBC Survey)

Followed By The Other 41 States
(Sales Management Estimates)

WPTF
680 KC 50,000 WATTS NBC
Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

make a pretty picture. But signed contracts in the safe produce a much prettier picture on the credit side of a radio station's ledger. Weed and Company's competent staff of seventeen men insures full market coverage and maximum results.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD

The station that never OUT-PROMISES but always OUT-PERFORMS

WISH

INDIANAPOLIS

•

Represented Nationally by

FREE and PETERS

Reece

(Continued from page 50)

eligible, voted in 1944. I believe that this significant increase over two decades in the proportion of citizens who vote in a Presidential election must be attributed almost entirely to the increased interest concerning candidates and campaign issues aroused by means of radio broadcasting. For every individual who can be packed into a hall within sound of the candidate's voice, there are millions nowadays who listen by radio in the privacy of their own homes. They hear more than just one speech; they may listen to dozens in the course of a campaign, and on both sides.

Indispensable Factor

It goes without saying therefore that the use of radio by political parties and candidates is an indispensable factor in every political campaign. Even more important, it is also a great public service, essential to the full and intelligent exercise of citizenship in our republic. Radio must be unfettered if it is to perform that public service.

I would like to pay tribute to the broadcasting stations and networks of the United States for having recognized from the first the importance of the radio medium as an instrument of citizenship, and for having cooperated to the utmost with the national political parties to make their facilities available, with the most complete fairness, for campaign purposes. I wish also to extend this tribute to the many radio advertisers who on numerous occasions have cheerfully relinquished the commercial time they have contracted for in order to permit a station or a network to put a political broadcast on the air.

It will be tremendously interesting in a few more years, when the great new medium of television has developed into a nationwide service, to observe what differences it will bring about in campaign methods and in the popular appeal of candidates and speakers. It seems certain, when the television audience not only hears the speaker's voice but has a closeup view of his appearance, witnesses his facial expression and judges his personality by eye as well as by ear, that new standards for political effectiveness will be established. That those standards will make for more intelligent judgment on the part of the voter I have no doubt. If that is the case, television will have made a contribution of incalculable value to the American form of Government. Again, in this new art of sight and sound, broadcasting must not be dominated by any single political party or philosophy.

If free speech is essential to our American political institutions, it is equally true that free enterprise in broadcasting is essential to freedom of expression on the air.

SCOTUS Upholds N. M. Tax Decision

Rules U. S. Court Without Jurisdiction in State Levy

THE U. S. Supreme Court last week held that a Federal district court is without jurisdiction in state sales tax and franchise tax cases involving radio stations.

Judgment of a three-judge Federal District Court in New Mexico, which earlier had dismissed application for injunction to restrain the New Mexico Tax Collector from collecting a license tax of $1 plus a privilege tax of 2% on gross receipts of KGFL Roswell, KWEW Hobbs and KTNM Tucumcari was affirmed [BROADCASTING, Oct. 14].

The three stations had filed suit for "injunctive relief" from the license and privilege taxes levied by the State of New Mexico, contending that the law violated the Commerce Clause of the Constitution. Appellants held they had no "plain, speedy or efficient remedy" in the State courts.

The three-judge Federal District Court dismissed the suit for lack of jurisdiction, holding that while there was no "plain and efficient remedy" in State courts, there was a "plain and efficient remedy at equity." Actions were in the names of W. E. Whitmore, owner of KGFL and KWEW, of KGFL and of Robert D. Houck (KTNM).

Meanwhile the New Mexico Supreme Court last month reversed a lower court which had held that radio stations are subject to the franchise tax. Appeal of KGFL on grounds that radio stations operate interstate and therefore are not subject to a state license tax was upheld by the State Supreme Court. Motion for rehearing, filed by New Mexico, is pending, after the high court found that the State had presented no evidence that KGFL was not in interstate commerce [BROADCASTING, Sept. 23].

Agency Named

AMERICAN ADVERTISING Assoc., Stamford, Conn., has been named by the Connecticut Democratic State Central Committee to handle all radio time during current political campaign ending Nov. 4. Spots, five and fifteen-minute programs have been arranged with every station in state, according to agency.

Experienced Newscaster Wanted

WCOP, Boston, needs night newsman who can write and deliver his own copy in an authoritative, friendly manner . . . not a commentator . . . but a man with a solid news background who knows the news fields and sounds like it on the air. Write, giving complete details of background and experience, together with salary expected, to Ron Cochran, News Director, WCOP, 48 Boylston Street, Boston.

Curtain Time at the YANKEE SHOW

TOM HUSSEY

FRED LANG

As New England as
"The Old Homestead"

★

Continuous
Performance
over 24 Yankee
Home-town Stations

★

ASK YOUR PETRY MAN
about availability
of some of these
YANKEE TROOPERS
who reach
New England's largest
Home-town Audience
through
THE
YANKEE NETWORK

VERNE WILLIAMS

TOM POWERS

JOHN M. MacDONALD
The Yankee Weatherman

EDWARD ROWE SNOW

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Fitzpatrick Evokes Early Memories

Out of North Tinkled Cliquot Club Eskimos

By LEO J. FITZPATRICK

ONE OF the real pioneers of radio is Leo J. Fitzpatrick, who has played important roles in the field since 1921 when he was radio editor of the Kansas City Star. He later managed its station, WDAF, founded the Kansas City Nighthawks, and was a member of the first Federal Radio Conference Committee appointed by the then Secretary of Commerce Herbert Hoover in 1923. In 1925 he became program director of WJR Detroit, from which he resigned as vice president and general manager last May. In August he bought WGR Buffalo control, waiting approval.

IT WAS suggested that I write an article "Looking Back Over 25 Years of Radio." I'd prefer to title it—"Peering Over the Shoulder."

Naturally, it would be like any old grad showing a freshman around the campus, when one reminisces about radio. He is filled with a nostalgia of the good old days.

Those of us who have been in it for a quarter of a century cannot help recalling some of the early old-timers who made the industry what it is today . . . I mean both in programs and personalities. Regardless of the star-studded programs produced today, I don't think any of them will remain in the minds of the listeners like the tinkling and jingling of the Cliquot Club Eskimos as they mushed out of the north to entertain us through our loud speakers; or of the haunting strains of "Dark Eyes" as played by the A&P Gypsies; the singing teams like Goldie and Dusty; the Happiness Boys; the Silver-Masked Tenor; the Redheaded Music Maker, Wendell Hall; Olive Palmer; Countess Olga Albani; any number of them. Just as one cannot recount the history of baseball without mentioning such figures as Ty Cobb, Babe Ruth and others, so no one could consider the history of radio without recalling these foremost stars of yesteryear.

MR. FITZPATRICK

I think that I hold the distinction of being one of the earliest broadcasters to keep people waiting up until midnight to hear an orchestra. It was the Nighthawks from Kansas City in the days of Coon-Sanders, when such songs as "Gallagher and Shean," "Maggie Yes Mam," "Stumbling," "Always," and others were the top tunes on the nightly Hit Parade.

Listed Call Letters

Then a couple of years later, the stations were tied up in the first national hook-up. You old-timers will recall when the announcers of WEAF, at the end of a program, would read the call letters of 25 or 35 stations that had carried the program and that list kept increasing monthly until the whole method was abandoned and local call letters were inserted. I think one of the biggest thrills I ever got out of radio (and it wasn't music, nor a speech) came during the first broadcast made when the first national hook-up was conducted to bring a speech from the United States Capitol in Washington. The speech itself I can't remember, but the one thrilling remark, with no preface, was when the Speaker of the House said tersely, "Ladies and gentlemen, the President of the United States!" I couldn't help but feel that this was one of the first occasions in the history of the 48 states when they had all been actually joined together by radio and could listen to the voice of their President.

Of course, since that time many famous figures, who have contributed great things in the development of this profession of radio, have passed across the horizon. A. Atwater Kent was a large plunger in the early days. It was he who put on the air the first Sunday night series of Metropolitan Opera stars — Schumann-Heink, Alma Gluck, and scores of others—which continued over a period of several years. It was then that listeners first realized the possibilities of bringing the Metropolitan Opera

(*Continued on page 106*)

Years ago, since we first received authority to transmit, CKLW has primarily been an instrument of the community . . . recognized by listeners and competing stations alike in The Detroit Area, as the PUBLIC SERVICE Station. Our program building routine keeps PUBLIC SERVICE foremost . . . our alertness in countless emergencies of local and national scope have won for us two national honors . . . FIRST awards for PUBLIC SERVICE! We're proud that day in and day out, our staff of artists and announcers have helped make this station the great but still very *personal* thing that it is to thousands and thousands of families in this, America's Second Market. This is important too: our highly developed facility of influencing people through PUBLIC SERVICE makes us a mighty potent means of selling both progress *and products* to The Detroit Area's more than 3,000,000 *radio* homes! We'll crack *your* sales problem, too, if you'll phone CAdillac 7200 . . . wire, write, or contact our able representatives.

5,000 Watts day and night at 800 kc.

In the Detroit Area, it's

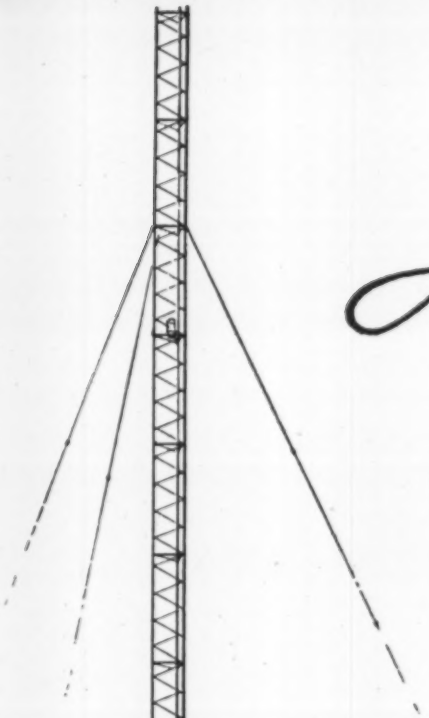
CKLW

Union Guardian Bldg.

Mutual Broadcasting System

J. E. Campeau, Managing Director

ADAM J. YOUNG, JR., INC., Natl., Rep. Candian Rep.: H. M. STOVIN, Toronto



Announcing...

New KSO Transmitter

Piercing the Central Iowa skies soon will be KSO's new 550 foot combination AM-FM tower, as construction proceeds on the station's new transmitter and building. Work is going ahead on the *ultra modern* building which will house *both* the new 5 kilowatt AM and 50 kilowatt FM transmitters. RCA has completed the new KSO AM transmitter (type BTA-5F) and it is on display in the RCA booth at the NAB Convention this week.

With the installation of this new equipment, KSO takes yet another progressive step toward providing Central Iowa listeners with *better* reception and *better* entertainment . . . yes, and *more responsive promotion* for advertisers, too. In Des Moines and Central Iowa, your *best buy's* KSO.

KSO

DES MOINES, IOWA 5000 WATTS

Basic Columbia Outlet in Central Iowa

Murphy Broadcasting Company, Kingsley H. Murphy, President

George J. Higgins, General Manager Headley-Reed Co., National Representatives

Architect's Drawing of New KSO Transmitter Building, Des Moines, Iowa

Laws No Answer to Better Programs

Rep. C. F. Lea Discusses Broadcasting Problems

By REP. CLARENCE F. LEA
(D-Calif.)
Chairman, House Interstate and Foreign Commerce Committee

I UNDERSTAND that one of the main subjects for consideration by the NAB Convention is that of better broadcasting.

The problems of giving better service to listeners of the nation are primarily matters for the broadcasters to determine. As in all human advancement, progress is made mainly as the result of experience. Broadcasting has built up under rapidly evolving situations which now afford it a greatly expanded field of experience. The betterment of broadcasting may, of course, be made by mechanical improvements, by better understanding of the listeners' needs, by improving home programs, innovations to the existing service as well as by discarding practices that may have proved undesirable.

Control with Broadcasters

These are all matters primarily within the control of the broadcasters. The broadcasters have audiences composed of every specimen of humanity. These millions of listeners are distinguished by differences, inconceivable in numbers; by environment, training, social and economic experience, racial, religious and language differences and by every quality that makes up human character, likes and dislikes. There is room for improvement somewhere of any possible program. But there is no common measure in the relative values of programs. We must accept as a basic fact that what highly pleases one person may be obnoxious to another.

If it were possible to definitely classify radio audiences in order to get a harmony viewpoint in each class, it would take several figures to enumerate the many classes where possible harmony of opinion, viewpoint and approval of standards by which programs could be judged, could be found. Programs vigorously applauded by some groups would be, with equal vigor, resented by others.

No program can be expected to please all people. The broadcaster, in order to cover the whole field of human interest, must send over the air waves programs which may be interesting to many but indifferent or displeasing to many others. Broadcasters play to a variety audience always. Yet daily the air waves bring much of information, education, inspiration and entertainment to most every listener.

'Pass a Law'

This disagreement in viewpoint among listeners excites a degree of intolerance. There may be, in the individual listener, an impatience that does not please or entertain him. He may cry out, "Let us pass a law!"

So every now and then we have demands for a law that will place this or that duty or restriction on the broadcaster with the avowed purpose of the betterment of broadcasting.

This raises the question of the compulsory control of programs by the Government. Appeals are made to Congress and to the FCC for compulsory laws and regulations for the intended purpose of improving broadcasting. From whence can a group of individuals be assembled to constitute satisfactory spokesmen of the Government to tell the broadcasting industry what communications it shall or shall not convey to the public? Such a group would exercise a sort of guardianship over the people and decide what, in its judgment, is proper or improper for its wards, the public, to hear.

In the Federal Communications Act, Congress has asserted the power and duty to exercise certain general controls over broadcasting. The Commission is given authority to investigate the character, fitness and financial responsibility of applicants for licenses; the law properly makes the operator of a station responsible for slander in his broadcast; he is prohibited from use of obscene and profane language; he is required to give equal conditions of broadcasting to opposing candidates if he gives an outlet for one of them. The Commission is not authorized to impose censorship. An important reason for Government regulation was to protect the public against the impossible interference that would occur without some regulatory agency to regulate the powers and limit the number and location of stations.

Free Speech

Sometimes a question of free speech is irrelatively injected into the question of right to broadcast Fundamentally, the assurance of free speech to our citizens is to protect the individual in his own right to speak or convey his information and ideas to others. Unless there is some contract or legal obligations of other persons to convey another's speech or his messages to others, the right of free

(*Continued on page 70*)

RALPH N. WEIL, General Manager

JOHN E. PEARSON CO., Nat'l Rep.

RADIO'S BEST

KDYL

YOUR NBC STATION

Fred Waring 8 A.M. WEEKDAYS

HERE'S WHY UTAHNS TUNE MOST FREQUENTLY TO KDYL

★ **NBC** -- world's greatest network shows, plus sparkling local features including live audience shows.

★ **ALERT PROMOTION** -- Consistent outdoor and newspaper advertising; KDYL's mobile unit covers special events.

★ **MERCHANDISING** -- Point-of-sale displays remind consumers of programs advertising the products -- a double-barreled benefit to the advertiser.

ABOVE, Right -- a typical KDYL retail store display, prepared and set up by KDYL's merchandising department.

BELOW -- Women clamor for tickets to KDYL's audience shows.

A merry audience-participation show. "Something for the Ladies" is an example of KDYL's alert showmanship.

Young talent is encouraged on KDYL's popular feature "Children's Friend of the Air" broadcast every Saturday forenoon.

KDYL
SALT LAKE CITY
UTAH'S **NBC** STATION

National Representative: **John Blair & Co.**

RADIO COMEDIAN'S FATHER DIES AT 77

MAYER KUBELSKY, father of the comedian Jack Benny, died Oct. 14 in Chicago at the home of his daughter, Mrs. Florence Fenchel, with whom he had lived for 10 years. He was 77.

Mr. Kubelsky, who had been retired 20 years, came to the United States from Lithuania 45 years ago, establishing a men's furnishings store in Waukegan, Ill., locale frequently mentioned in Mr. Benny's broadcasts. Mr. Kubelsky was the subject of many of his son's best gags during the past 15 years on NBC.

Mr. Benny and Mrs. Fenchel are the only survivors. With his wife, Mary Livingston of the radio program, Mr. Benny arrived in Chicago Oct. 15 to attend funeral services.

General Foods Realigns Many Subsidiaries as New Divisions

RECENT organization changes by General Foods have dissolved most of the subsidiary corporations in a move described as intended to simplify corporate structure and decentralize operating responsibility.

Operations of the dissolved corporations will continue as divisions of General Foods, the divisions to be headed by general managers responsible for manufacturing, selling and all other operations in their divisions. Each division manager will be responsible to an operating vice president of the corporation.

W. M. Robbins has been named vice president in charge of newly organized divisions to which are assigned products previously included in the marketing responsibility of the subsidiary corporation, General Food Sales. New divisions under his jurisdiction are: Post Cereals Div., C. E. Eldridge as general manager and J. D. North as sales and advertising manager; Maxwell House Div., J. K. Evans, general manager, and R. H. Bennett as sales and advertising manager; Associated Products Divisions, R. M. Schmitz as general manager and E. L. Johnson as sales and advertising manager of Gaines Div. Sales and advertising managers for other subdivisions, responsible to Mr. Schmitz are H. M. Chapin for Jell-O and C. R. Spiller for Calumet-La France.

Field Sales

The new field sales organization will also be under vice president W. M. Robbins and will be known as General Foods Sales Division of General Foods Corp. It will be headed by H. W. Sandberg as general manager. With him will be G. A. Black, Central sales manager; C. A. Kolb, Eastern sales manager; R. H. Moulton, Western sales manager; Joseph E. Zipf, Southern sales manager; and W. P. Lillard, manager of Special Service Section.

No organization changes are announced for other major operations of the corporation, operating as decentralized units. Reporting to Vice President E. T. Gibson will be B. C. Olney, general manager of Birds Eye-Snider Div., and J. L. Alphen, general manager of General Seafoods Div. Reporting to Vice President C. H. Gager are: Walter Baker Div., H. O. Frye, general manager; Igleheart Brothers, which continues as a subsidiary corporation, E. J. Heseman, president; Diamond Crystal Salt and Colonial Salt Div., J. J. LeClare, general manager; Bireley's Div., F. Bireley, general manager; Atlantic Gelatin Div., J. H. Cohen, general manager; Northland Dairy Div., C. B. Mallory, general manager; Electricooker Div., W. R. Flournoy, general manager. Reporting to Vice President U. C. Young is Corn Mills Div., J. J. Mullen, general manager.

Guild Members Approve Break-Off With AAAA

RADIO WRITERS Guild membership last week in New York approved the Negotiating Committee's "breaking off" with the AAAA. The Guild also discussed a future plan of action, but would not reveal details.

However, in a letter of the Guild membership last week Sam Moore, RWG national president, said that, "the Negotiating Committee and the National Executive Committee are convinced that only by demonstrating that we are willing to take action can we force the agencies into a real negotiation in which they will have to bargain legitimately."

The RWG signed a two-year contract last week with CBS for approximately 50 shortwave writers. The contract which includes a wage reopening clause at the end of the first year, grants a 15% increase. The Guild is also meeting with WMCA officials this week.

WSPA Increases

WSPA Spartanburg, S. C., a CBS affiliate, Sept. 29 began operating at night with its new increased power of 5000 w. New 440 foot tower and enlarged copper ground system have been installed. WSPA night time hour rate Nov. 1 will be increased from $125 to $150 with CBS advertisers currently using station without interruption protected under old rate for a year.

Experience... is the raw material from which "know-how" is refined. Twenty-six years of experience in the entertainment and public service field has earned for WWJ—*first radio station in the nation*—acknowledged leadership in Detroit. Highlighting the brilliant career of WWJ is an impressive record of "firsts" . . . most recently demonstrated in the transmission of the first radio-telephone news-story coverage in cooperation with The Detroit News. Scheduled for November 15th is Detroit's first television broadcast via WWDT, associate station.

It is no wonder, then, that advertisers' first thoughts are for Detroit's first station . . . WWJ.

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY THE DETROIT NEWS

'My Lucky Break' Presented as Live Audition Before 300 by Neblett Firm

FOR THE FIRST time in several years an audition program was presented in Chicago as a live production before an audience of more than 300 radio and agency executives. It was *My Lucky Break*, offered by Neblett Radio Productions.

Revival of an original presentation by Josef Cherniavsky, former music director of WLW, last week's show was the result of collaboration by the late Johnnie Neblett and Mr. Cherniavsky, now a member of the Neblett firm. It included a dramatic version of Bing Crosby's lucky break; a college scholarship to the first baby born in the honor city—Chattanooga, (after the program went on the air); the debut of an unknown musician, chosen between three competing amateurs who broke a wishbone, and the music of Cherniavsky's 40-piece symphonette and the Dinning Sisters, vocal trio. Jack Le Fandre produced.

Mort Jacobson, senior partner in Neblett Radio Productions, said $4,000 had been expended in producing the audition and that results based on inquiries from New York as well as Chicago were "most satisfatory." A reception followed the presentation at the Continental Hotel.

In 1938 Mr. Cherniavsky presented *My Lucky Break* on Mutual from WLW. It featured such stars as the late Ben Bernie, Eddie Cantor, Ted Lewis and others. Joseph Victor Laderoute, Metropolitan Opera tenor, a Canadian, won his first audition as an unknown on *My Lucky Break* in Cincinnati. After filling a long engagement at WLW under Mr. Cherniavsky's tutelage Mr. Laderoute went to New York and later joined the Metropolitan.

Friends Honor Fogarty For 40 Years' Service

CECIL C. FOGARTY, founder of C. C. Fogarty Co., one of Chicago's oldest advertising agencies, was tendered a reception by a group of business associates and friends Oct. 16, commemorating his 40 years of activity as an advertising executive.

Original clients who have been served continuously by Mr. Fogarty snce 1906 were among guests at the company offices, 307 N. Michigan Ave. The present Fogarty organization, formerly Fogarty and Jordon, includes as principals Robert E. Potter, senior partner, and John G. Fogarty, a son. The reception also marked the opening of the firm's enlarged offices occupying half of the 18th floor of the Bell Bldg.

FCC to NAB

THREE FCC Commissioners and several top staff members are slated to be on hand for the NAB Convention in Chicago this week. Acting Chairman Charles R. Denny Jr. and Comr. E. K. Jett will be among the speakers. Comr. Rosel H. Hyde also will attend. Staff members attending include Chief Engineer George P. Adair; General Counsel Benedict P. Cottone; Assistants General Counsel Harry M. Plotkin and Vernon L. Wilkinson; Assistant Chief Engineer John A. Willoughby; Dallas W. Smythe, assistant chief accountant, economics branch; Cyril M. Braum, chief of FM division, broadcast branch; James A. Barr, chief of AM division, broadcast branch; Roy Schaaff, division chief, accounting department; William P. Massing, chief of license division; Earl A. Minderman, assistant to the chairman. FCC will have headquarters at Room 855, Palmer House.

L. Nelson Supports BMB On Disavowal by WKY

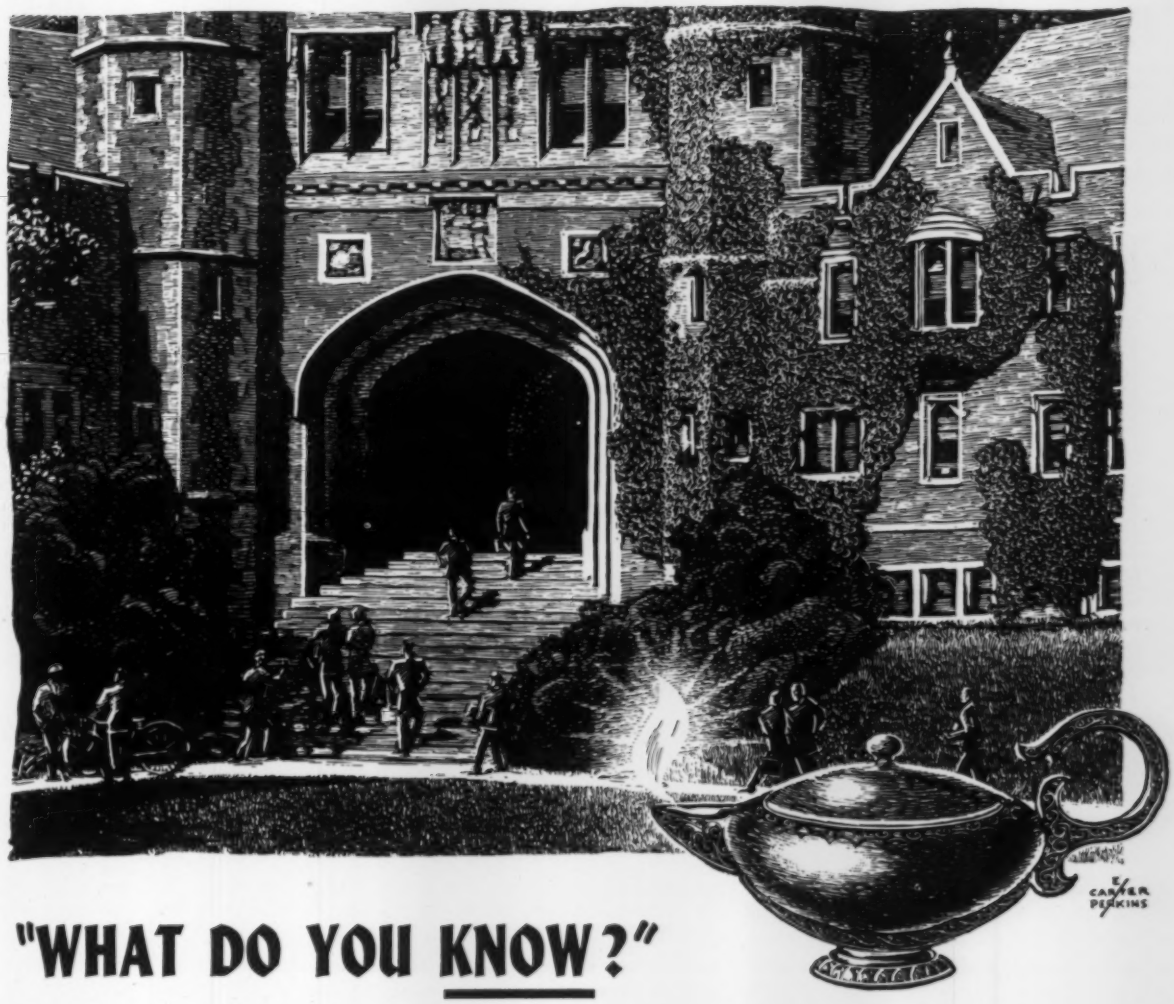
REPLY to letter sent by WKY Oklahoma City to advertisers to disavow its BMB coverage maps was received by the station last week from Linnea Nelson, chief timebuyer, J. Walter Thompson Co., New York. Disavowance concerned excessive coverage shown for WKY on the maps of BMB's first report, objecting to the BMB standard as producing results which it could not offer to sponsors without qualification [BROADCASTING, Oct. 14].

Miss Nelson's letter stated that it is hardly likely that "anyone who is at all familiar with either time-selling or time-buying will use any" of the BMB material "all the way down to its minimum of 10% [listening to one or more programs per week] without studying all the factors involved." She said individual county percentages would permit one to determine areas in which a station's listening actually dropped. Miss Nelson also said the map certainly could be used to confirm data already established and that in analyzing BMB findings experience may show the standards not sufficient, with improvements being resolved.

Dorrell Now VP

W. WARD DORRELL, formerly in charge of station subscriber relations for C. E. Hooper Inc., New York, was elected vice president of the firm at a special board meeting held Oct. 10. Before his association with Hooper, Mr. Dorrell was manager of WOWO and WGL Fort Wayne, Ind.

An editor has his say . . .
TODAY AND TOMORROW IN RADIO
By JACK McKINNEY
A couple of weeks ago, feeling that the two hours between six in the morning, when I always wake up, and eight, when I finally crawl out of bed, should be put to an intelligent use, I decided to listen critically to the early morning schedules of our five local stations. The idea was to decide if possible, which is doing the sharpest job of programming at that time of day, and to share my reactions with anyone else who happens to listen before the dew is off the grass.
There isn't much question about the verdict. The winner by a tremendous margin, is, in my estimation, WFBL. Opening at five o'clock, WFBL devotes the next two hours to Bob Doubleday's farm program, "R.F.D.," the best farm show I have ever heard on any station, bar none. You don't have to be a farmer to get a bang out of that one. At seven-thirty the studio portion of "Musical Clock" starts, with Don Anderson directing a live orchestra and vocalists, and announcer Jim DeLine acting as master-of-ceremonies. It continues, with time out for news, until nine, and is easily the best local production offered day or night by any station in this area.
After WFBL, there isn't any second place or any third, but there's a tie for fourth.
The WFBL operation, viewed from any angle, is smooth, impressive, and solidly professional. It sets the pace for central New York, in the early morning, at least
From The CLINTON COURIER
Radio Editor McKinney has exceptional praise for WFBL programs. For availabilities on both the "RFD" and "Musical Clock" shows write or wire any Free and Peters office or
WFBL SYRACUSE, N.Y. 1390 ON YOUR DIAL



"WHAT DO YOU KNOW?"

Since ancient times the lighted lamp has been symbolical of study and learning. Studious time buyers are learning that today, in Baltimore, the letters WCBM are symbolical of intensive local market coverage at surprisingly low cost per thousand listeners.

If *you* are not already "in the know" regarding the details of this important fact, you'll find a study of them extremely enlightening.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager

ABC Adds 2 Affiliates Bringing Total to 228

ABC last week announced the addition of two affiliates bringing the total number of ABC stations to 228.

KVOS Bellingham, Wash., operating fulltime with 250 w on 790 kc, joins ABC as a Pacific Coast supplementary station on Nov. 1. The station is owned by KVOS Inc., and managed by Frank Adams. KVOS has a construction permit from the FCC granting an increase in power to 1000 w fulltime from the present 250 w and expects to be operating with this increased power by Jan. 1, 1947.

On Nov. 1 WRTA Altoona, Pa., operating fulltime with 250 w on 1240 kc, joins the network as a basic supplementary station. The station is owned by Thompson Broadcasting Co. and will be managed by Roy F. Thompson.

MEDIUM PROMOTION GROUP IS FORMED

NEW subcommittee on sales promotion, designed to increase the use of radio and promote its effectiveness as an advertising medium, has been organized by NAB, according to James V. McConnell, NBC spot sales director and chairman of the NAB Sales Managers Executive Committee. Group will start functioning after the Chicago convention.

Chairman is John R. Outler, manager of WSB Atlanta. Other members are H. Preston Peters, Free & Peters, for representatives; Louis Hausman, CBS presentation director, for national networks; Joseph Creamer, advertising and promotion director, WOR New York, for large market stations; Edward Shurick, director of promotion, press relations and merchandising, KMBC Kansas City, for medium stations; John Carl Jeffrey, general manager, WKMO Kokomo, Ind., for small market stations. Secretary will be Hugh Higgins, NAB assistant director of broadcast advertising.

Sicco's Station

LORENZO F. BALERIO SICCO, new president of the Inter-American Broadcasting Assn., was incorrectly identified as owner of Radio Carve, Montevideo, Uruguay, in BROADCASTING, Oct. 14. Mr. Sicco is the owner of Radio El Expectador, Montevideo. Radio Carve is owned by Raul Fontaine.

WLW Promotions

WILLIAM H. OLDHAM Jr., director of grocery trade relations division of the WLW Cincinnati Merchandising Department, was named account executive for the Sales Department last week. James Sandner moves into Mr. Oldham's former post, and Stewart Lewis heads the special merchandising staff. Mr. Oldham will move to the Chicago sales office of WLW Nov. 1.

Set Decontrol?

POSSIBILITY of early decontrol of radio sets as well as tubes and parts developed last week as Radio Manufacturers Assn. started a quick spot check of manufacturers and dealers to provide OPA with price, production and inventory data. RMA expects to show that the industry is producing far ahead of the prewar level, that dealers stocks are growing and that decontrol will bring no price increase. A special subcommittee of the OPA Set Industry Advisory Committee is collecting data. Similar information is being collected on parts.

8,000 Visitors Tour WKXL In Open House

MORE than 8,000 visitors were taken on guided tours to meet the staff and inspect facilities of WKXL Concord, N. H., during the first two days of its open house, Oct. 15-16. Schools in the Concord area chartered special buses to bring children to see the studios.

Robert A. Kelley, station manager, said the station's enthusiastic reception by the community was unequalled in his 14 years in radio. "It is likely that every family in the Concord area is represented in the mass of visitors." WKXL is owned by Gov. Charles M. Dale of New Hampshire.

New Coast Schedule

WESTERN SUGAR REFINERY, San Francisco (Sea Island Granulated Sugar), in late October will release new schedule of spots in principal Pacific Coast marketing centers. Agency is J. Walter Thompson Co., San Francisco.

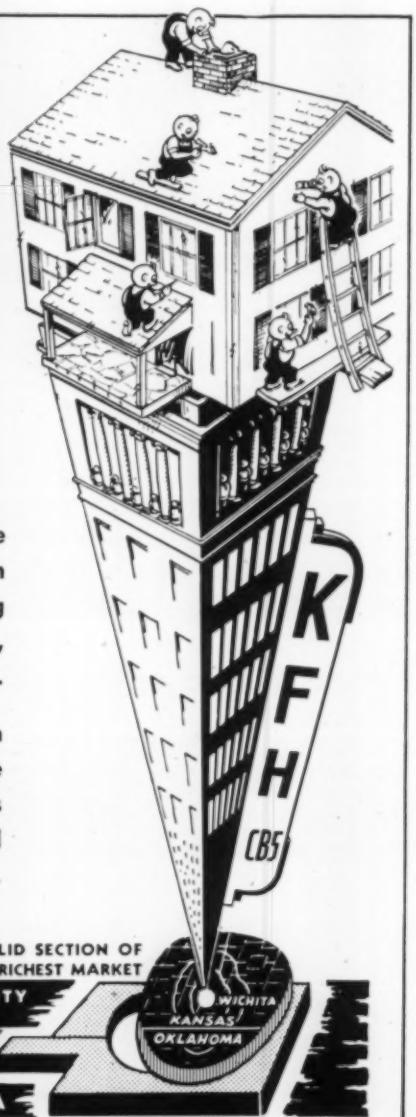
Plans Radio Test

KIRKLING Co., Burbank, Calif. (automotive chemicals), has appointed Conners & Co., Hollywood, to handle national radio campaign. Plan is to set up test campaign in Los Angeles area utilizing spots and programs starting about Jan. 1.

Sales Managers Meet

WESTERN regional sales executives conference will be held in Fairmont Hotel, San Francisco, Oct. 31-Nov. 1. Vern A. Culver of San Francisco Sales Managers Assn. is in charge of program and conference registration details. A. C. Nielsen, president of A. C. Nielsen & Co., Chicago, is scheduled as one of principal speakers with talk on "Market Research as an Aid in Planning Sales and Distribution." J. S. Jones, manager of sales analysis department of Ralston-Purina Co., St. Louis, is to talk on "Distribution Cost Controls."

Housing is ON TOP IN WICHITA



Wanna buy or rent? You'll have a good chance to do either when Wichita's multi-million dollar housing projects are completed. Big homes, small homes, duplexes, apartments, all will fill a need in this fast-growing city.

These new homes will have everything from light bulbs to furnaces, from tooth paste to shoe polish...and if they are like most of the homes in the rich market, they'll have radios tuned to KFH, that selling station in the Southwest.

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

RADIO'S MOST VERSATILE ANNOUNCING PERSONALITY

on **October 28th** inaugurates

Ted Husing's Bandstand

exclusively on WHN NEW YORK

Monday through Saturday—10:00 A.M. to 12:00 Noon and 5:00 P.M. to 6:30 P.M.

In one of the most publicized contracts ever signed, the inimitable Ted Husing joins New York's dominant independent station exclusively as a disc-jockey. "Ted Husing's Bandstand" will feature the top tunes recorded by the nation's foremost stars. Add the personality, the easy repartee, and the *salesmanship* of Husing and you have a program that (1) will soon be leading the field in daytime audiences, and (2) will provide a potent sales vehicle for advertisers in America's number one market.

Advertisers . . .

look out for **S.R.O.** *sign!*

Investigate remaining available participations now. Contracts already signed and advance inquiries indicate Ted Husing's Bandstand may be sold out from the first broadcast.

WHN
NEW YORK
50,000 WATTS · 1050 KILOCYCLES

Represented by Rambeau

Horn

(*Continued from page 42*)

any consistent unity among themselves but there is very little in common between the two groups. The manufacturers develop devices and systems for broadcasting—such as frequency modulation, television, etc. They expect the broadcasters to buy this equipment and to operate it at a loss for some years in order to stimulate the sale of receiving equipment. The broadcasters obtain no revenue until there is a sufficient number of receivers in use in order to give them a sizable circulation figure which they can sell to the advertiser. In addition, they run into difficulties such as the demands by the musicians union which increases the cost of operation. All this time the manufacturer is sitting back waiting for a sufficient number of broadcasters to invest their money and operate at a 100% deficit in order to create a demand for receivers which the manufacturer will promptly fill.

'Joint Objective' Needed

It is obvious that this is a very inefficient procedure and that surely something can be accomplished to improve the situation by closer cooperation between the two groups. Let us take frequency modulation as an example and see what we might do in order to overcome some of the difficulties.

Frequency modulation, at the moment, is at a standstill. Many station owners have made application for licenses and are now wondering where they stand. Figures recently indicate that a very small fraction of the receivers being produced are frequency modulation receivers. Some broadcasters are inclined to believe that the manufacturers are letting them down while the manufacturers may contend that due to material shortages and a great demand of present day receivers they are doing their best to fulfill the demand.

This only illustrates the lack of a joint objective between the two groups. Obviously the broadcaster desires that frequency modulation receivers be placed on the market early as possible and as cheaply as possible in order that the time required for creating a substantial listening audience may be made as short as possible. I believe that a plan can be adopted which will help both the broadcasters and the manufacturers, and which will shorten the period of expensive introduction.

The manufacturers are interested, at the moment, in producing as many present day type receivers as possible in order to meet the great demand. Once they have met this demand the production schedules will probably be reduced. Therefore, it would be desirable if the manufacturers could find a way whereby they can go ahead full speed in producing equipment to meet the present demand and at the same time insure that they can lengthen this period of high production for an extra year or two.

This can be done if the manufacturers will agree among themselves on a standard adapter which when added to the present type of receiving set would convert the set for the reception of frequency modulation. It might be suggested that if the anti-monopoly laws permit the manufacturers could agree to have one plant turn out only such adapters in the greatest quantity possible, and at a reasonable price, mainly for the introduction of frequency modulation to the public. Such a plan need not interfere with whatever plans for types of receivers each individual manufacturer may want to produce.

Adapter Plan

By making it possible for the public to obtain at least a "sample" of frequency modulation in the form of an adapter which will make it possible for him to utilize his present investment, so as to be able to hear frequency modulation broadcasting, we provide a means for most rapidly increasing the listening audience of frequency modulation stations. It is understood that these adapters cannot furnish the quality which a specially designed set will be able to produce but it will at least be free from static and interference. With the exception of high fidelity response, which most people fail to appreciate or even want, they will obtain the major advantages of frequency modulation reception.

The adapter required will have to convert both the frequency and provide for FM detection. One design could obtain its power supply from the receiver itself while some of the smaller receivers might need a power supply in the adapter itself. However the adapter will require no audio amplifier or acoustic system which should make it possible to produce them at a cost equal to or less than the cheapest small receiver selling for about $20 or so.

A big advantage to the manufacturers is that practically everyone with these adapters will some day want to replace them with a regular factory designed set, and as this demand would naturally be delayed a year or two it would thus insure to the manufacturers a continuing demand for products after the present requirements of the public for replacements has ceased to exist.

Any action which can be taken to help speed the introduction of frequency modulation will help solve existing allocation problems both domestic and international on the North American Continent. Present day regional and local stations can give greatly improved service over a larger area on the very high frequencies used for frequency modulation as compared with the present broadcast band. There would be a rapid drift of these stations to the new frequencies which would release the present broadcast frequencies for more profitable utilization, both by ourselves and neighboring countries.

It is probable in the near future that the listeners located in or near large population centers will depend mostly on their local frequency modulation stations for service and that the rural listener will obtain improved reception from a limited number of very high power transmitters operating in the present broadcasting spectrum. In fact it might be necessary that the regulating authority may require the networks and perhaps some others to operate on frequencies in the present band with high power. By high power I mean at least 500 kw.

It might be suggested that inasmuch as the broadcasters have an association which represents the great majority—NAB, the manufacturers also having an association—RMA, that a working committee of high executives, not second-string men, could be organized to help plan the future on an industry basis. It might even be suggested that this committee be given some official status and that the FCC have representatives on it."

Group Action

"Such a group can coordinate planning and at the same time could undertake to resolve the squabbles among the various units before appearing before official bodies and making a spectacle of themselves, and could sponsor such organizations as the Radio Technical Planning Board. With the FCC represented, and therefore officially recognizing this committee, individual and selfish desires and appeals would receive less consideration than those that complied with approved policy. Perhaps the military services of the country might also be represented in order that the National Defense could benefit.

Such a plan may sound somewhat optimistic, especially to those who know the personalities involved in the industry, but at least it is felt that some effort at establishing general broad outlines of a plan should be attempted by the industry itself and not leave it to the FCC or Congress to decide what the broadcaster's policies should be. Therefore, some machinery should be set up whereby this might be accomplished. If the industry does not do its own planning then let us not complain if it is done for us by others.

Coffee Quiz Expands

AMERICAN HOME FOODS Inc., Jersey City, (G. Washington coffee), Jan. 1 expands 30-minute audience participation *Surprise Party* on 52 CBS stations from two to five times weekly. Programs will tour major markets. Agency is Ruthrauff & Ryan, New York.

"LATCH ON TO THE AFFIRMATIVE"

with

AMERICA'S NUMBER 1 "DISC JOCKEY"

Ride your way to top SALES with the nation's TOP HAND! Write for participation in

"COURTNEY'S CAMPUS CAPERS"

with

ALAN COURTNEY

The West's outstanding new show!

KMYR

1626 STOUT STREET • DENVER 2, COLORADO

Write for participation

WM. G. RAMBEAU, REPRESENTATIVE — NEW YORK, CHICAGO, HOLLYWOOD

HERE IS SOMETHING TO TALK ABOUT!!

KFNF

"The Friendly Farmer Station"

In Just 60 Days–August 2 Through September 30, 1946—
Accepted New and Renewal Contracts Calling For The
Performance, Prior To November 1, 1947, Of—

6244

COMMERCIAL QUARTER HOURS

Amazing? Perhaps—Since It Follows Immediately KFNF's
July Announcement Of A 1000% Increase In 5 Years,*
But—It Highlights One Fact Clearly—

Informed Sponsors, Both New and Established, Know That KFNF--Iowa's Only 100% Independent Farm Station--Is The Nation's Greatest Farm Station Buy.

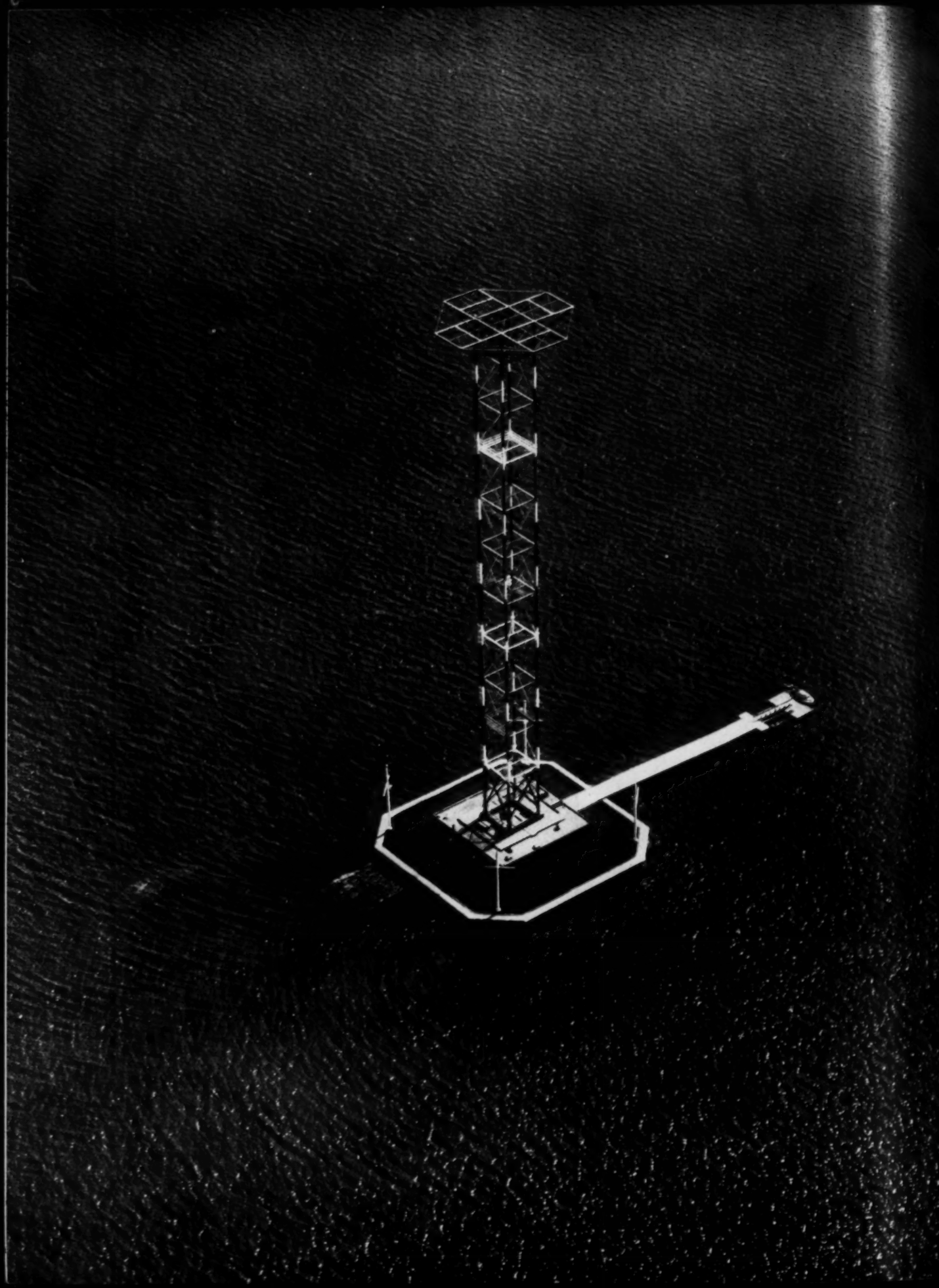
Since 1924—Smart Time Buyers Have Always Said, It's—

KFNF

SHENANDOAH, IOWA

For Availabilities, Call Frank Stubbs, Phone #1, Shenandoah, Iowa

* See Broadcasting Magazine—August 12, 1946



November 2nd,
Columbia's key station
changes its call
from WABC to

WCBS

For the listener, America's foremost station thus becomes unmistakably associated with the network which has made it great.

WCBS advertisers, local and national-spot, will profit from the explicit linking of station-call and network-call ... station program and network program ... station prestige and network prestige.

CBS network advertisers, too, will share new advantages from this reinforced identity between network program and local outlet. For instance: national program promotion, in whatever form, is now *automatically* translated into localized promotion for more than 13 million people.

Sponsors and agencies already have recognized the compelling logic in this change.

Some of them ask why we didn't think to make it years ago.

We should have.

Still 880 on your dial.
Still the key station of the
Columbia Broadcasting System

On the same date, WABC-FM changes to WCBS-FM.
WCBW, Columbia's New York Television Station, changes to WCBS-TV.

Ithaca College Starts Video Course With ABC

ITHACA COLLEGE, Ithaca, N. Y., has started a television course prepared by the ABC television department, whose director, Paul Mowrey, is an Ithaca alumnus. Course is set up as a part of the regular college curriculum, running two semesters and counting three credits toward graduation. Membership is limited to juniors and seniors, with 44 enrolled in the initial course.

First lecture was delivered by Mr. Mowrey,; second by Richard Goggin, ABC television writer-director; third by Harvey Marlowe, executive video producer for ABC. Other lecturers will come from other television broadcasters as well as ABC and the class will visit WRGB Schenectady to take part in some of the ABC shows produced on that station.

1898 C. Merwin Dobyns 1946

C. MERWIN DOBYNS, 48, owner and general manager of KGER Long Beach, Calif., was found dead in a Washington hotel room shortly after arriving in the capital Oct. 15. An autopsy showed death was caused by a heart attack. Mr. Dobyns had suffered from a heart ailment for some time, his Washington attorney said.

Mr. Dobyns

The body was discovered when a wallet which Mr. Dobyns had dropped in a cab was being returned to him.

In addition to KGER, which he organized in 1925, Mr. Dobyns was the founder of Dobyns Footwear, Long Beach, in 1919; Harmony Oil Syndicates in 1923 and Dobyns Motors in 1924. He was a director of Progressive Oil Syndicates. An application for another radio station at San Bernardino, Calif., which Mr. Dobyns filed with the FCC, was placed in the pending file until settlement of the clear channel case. He asked for 1180 kc with 1 kw daytime.

Born in Columbus, Ohio, Mr. Dobyns attended the U. of Southern California law school, and during World War I was in the officers' training course of the Naval Reserve. In 1939 he married the former Evalyn Evans Thompson, Los Angeles school teacher.

Mr. Dobyns was interested in radio as a public service, and used his station to carry many educational programs. For recreation he enjoyed speed boats and golf. He belonged to a number of clubs including the Cirgonian, Los Serranos Country Club, Pacific Coast Club, Los Angeles Art Club and Los Angeles Yacht Club.

North Carolinians Re-elect Jarman

FCC Is Urged to Reinstate Order 91-C Temporarily

J. FRANK JARMAN, WDNC Durham, was re-elected president of North Carolina Assn. of Broadcasters at the Oct. 11-12 meeting held at the Washington Duke Hotel, Durham [BROADCASTING, Oct. 14]. Also re-elected for another year were Richard A. Dunlea, WMFD Wilmington, vice president, and Harold Essex, WSJS Winston-Salem, secretary-treasurer.

Mr. Jarman

The three offices comprise the executive committee, along with two past presidents, Bryce Beard, WSTP Salisbury, and Richard H. Mason, WPTF Raleigh. Charles Crutchfield, WBT Charlotte heads the committee for the 1947 meeting.

91-C Urged

The 35 stations adopted a resolution asking FCC to reinstate Order 91-C long enough to permit stations to train qualified technicians. The association voted to establish a clearing house for exchange of information among members. Officers were directed to appoint labor and legislative committees.

Delegates were luncheon guests Saturday of C. Knox Massey, radio director of Harvey-Massengale Co., and were entertained by the four Durham stations at a Friday cocktail party. They saw the North Carolina-Maryland football game as guests of the agency.

Four CBS Renewals Are On 52-Week Basis

CBS last week announced four network renewals, all for 52 weeks. Whitehall Pharmacal Co., New York, effective Oct. 23 renews *Ellery Queen*, Wed., 7:30-8 p.m., through Ruthrauff & Ryan, New York, and on Oct. 24 renews *Mr. Keen, Tracer of Lost Persons*, Thurs. 7:30-8 p. m., through Dancer-Fitzgerald-Sample, N. Y.

P. Lorillard Co., New York (Old Golds) on Oct. 23 renews *The Frank Sinatra Show*, Wed. 9-9:30 p. m., through Lennen & Mitchell, New York, and effective Oct. 23 the Chesebrough Mfg. Co., New York, renews *Dr. Christian*, Wed. 8:30-8:55 p. m., through McCann-Erickson, New York.

TEXAS
BEAUMONT
ORANGE
PORT ARTHUR
TAKES ONLY ONE TO GET ALL 3
● Whenever you set your sights on this rich market and blast away with KFDM as your ammunition—you're sure to "knock over" three key markets... Beaumont, Port Arthur, and Orange. A game market with permanent incomes totaling over 584 million dollars. You can bet it's a concentrated, effective shot if you use KFDM!
KFDM
BEAUMONT TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE MAGNETIZED SABINE AREA
REPRESENTED BY
FREE & PETERS, Inc.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

Graham Brings 'Em Back Alive

This you can depend on. When anything special is afoot in Indiana, Gordon Graham is there to get it first—and get it right—for the ever-multiplying audience of the fastest growing station in Indianapolis—WIBC.

Hoosier-born Gordon Graham is WIBC's director of public events and his is the job of keeping Hoosiers well informed on Hoosier happenings . . . closely attuned to the tempo and temper of the times. For this assignment, he is eminently qualified (1) by his long newspaper and radio experience, in such capacities as chief of the WLW Washington bureau and owner of a radio news agency in the Capital; (2) by a boundless interest in other people and places which has taken him to the far corners of the Western Hemisphere; and (3) by that mighty mite of electronics . . . the wire recorder. This answer to a special events man's prayer, now exclusive with WIBC in Indianapolis, was first used locally by Graham and is used increasingly every day in reporting the Indiana scene and in bringing the live, eye-witness voices before WIBC microphones.

Like Graham, every member of the largest live talent staff in Indianapolis has won his or her place on the basis of proved ability to plan, write, play or produce live talent shows that are genuinely "Alive to Your Commercial Objective." Get in touch with your John Blair man today and he'll show you the facts and figures which prove that you can sell more Hoosiers when you sell Hoosier-style—via a WIBC live talent show.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

COVERAGE
IN PHILADELPHIA

WDAS, Philadelphia's Outstanding Full-Time Independent Radio Station covers the largest cross-section of the buying public in the Greater Philadelphia Area... **at lowest cost.**

That's why 78 per cent of this station's sponsors have been renewing regularly for more than a quarter of a century.

Lea

(*Continued from page 56*)

speech does not carry the duty of others to convey the message of the free speaker. The newspaper or the broadcaster whose communications are at the disposal of the free speaker, regardless of his own judgment or desires, could hardly hope to maintain his business successfully. The right of free speech to the individual cannot be construed as the right to deny free control of the speech of other individuals or as compulsory on them to convey the other's message.

In the main, however, the broadcaster is intended to be free to broadcast an uncensored program in substance and form as he desires.

To some extent the broadcaster is in a status similar to that of a publisher of a newspaper so far as the character of his communications is concerned. The broadcaster, however, is under greater restrictions due to the fact of possibly greater public obligation and that he is permitted the use but not the ownership of the means he uses—that is the air—to transmit his message. He is more definitely required to exercise his business in relation to what is described as the public interest.

Newspaper Freedom

The newspaper publisher is subject to penalization for permitting the publication of obscene language and is responsible for libelous matters to which he gives publicity. Otherwise, he can publish any lawful material he pleases, he can refuse anybody the use of his columns he desires, he can deny his columns, with or without cause, to anyone he sees fit. He is practically under no legal obligation to conduct his paper in the public interest. He is under no legal obligation to deal fairly as between opposing candidates for public office. His income is principally from his advertisers and the dominating attraction for the advertiser is the extent and type of the subscriber list.

The income of the newspaper and the radio station are primarily alike, in that the value of their services to their advertisers depends, in the main, upon attracting persons to read their newspapers or listen to their programs. Without that interested group the business office fails.

The Federal Communications Act, as interpreted by the Commission and defined by the Courts, leaves an uncertainty as to how far governmental authority over broadcasting is now authorized.

There is a question as to how far compulsory control over programs may yet be extended by the Commission under the existing law.

Argumentative Deductions

Some of the language of the present law has, by a process of argumentative deductions, been interpreted as expanding the authority for compulsory control beyond what Congress intended and to an extent which many claim to be, in excess of the power which should be exercised without governmental restriction.

As one, I entertain the idea that the Courts have, in some instances, resorted to argumentative deductions to justify an interpretation of Congressional acts with a result that laws, passed by Congress, have been destroyed or perverted from their intended legitimate purposes. In some instances, in my judgment, the fairly clear intentions of Congress have been nullified by judicial interpretation. It is sometimes difficult for Courts to refrain from the fascinating temptation of attempting to legislate more wisely or fully than it is conceived Congress has done.

In any event, the situation is such that Congress may well be called upon to define more clearly some provisions in the Federal Communications Act. As it now stands it is doubtful as to how far reaching it may be. Congress rather than the Courts or the Commission, should decide what the important policies of the nation are to Government control of broadcasting are to be.

J. C. WHITRIDGE JR. IS DROWNING VICTIM

JOHN C. WHITRIDGE JR., 41 year-old vice president of production and personnel of C. E. Hooper Inc., was drowned Oct. 12 at Northport, L. I.

Mr. Whitridge

A founding stockholder and director of the firm since its beginning, Mr. Whitridge was in a dinghy which was overturned by a stiff northwest wind 60 yards off a pier.

He was a native of Columbus, Ohio, and graduated from Cornell U. in 1927. Before becoming a vice president of C. E. Hooper Inc. in 1944, Mr. Whitridge worked successively for Johns-Manville, International Business Machines and for the War Production Board as a $1 a year man.

He is survived by his wife, Mrs. Eleanor Graves Whitridge; two daughters, Misses Eleanor and Betty Steele Whitridge; twin sons, Peter Pierpont and John C. Whitridge III, and his mother, Mrs. J. C. Whitridge Sr., of New Canaan, Conn.

Texas Co. Resumes

TEXAS Co., New York, effective Nov. 16 will resume sponsorship of the Metropolitan Opera broadcasts on ABC. Entire season of operas as given at the Metropolitan Opera House in New York will be heard every Saturday afternoon. Agency for Texas Co. is Buchanan & Co., New York.

You've been hearing so much lately about the *good old days* ("The First Quarter Century of American Broadcasting"), we want you to know that making *touchdowns* is still the order of business—around KMBC of Kansas City.

Radio and Stores Learn About Each Other

But Still Should Become Better Acquainted

By RUSSELL A. BROWN
Vice-President, Advertising and Sales Promotion, Allied Purchasing Corp.

THE DEPARTMENT store industry is still looking for the answers to a few questions about radio advertising. Any radio man who can help provide these answers will do his industry a good service as well as ours.

Put yourself in the department store executive's shoes. Ask yourself these questions:

1. Why do I want to use broadcast advertising? What will it do for me?
2. Who can I reach by air? Where do they live? What do they do? Earn? Spend? Save? How many of them are there? What are their preferences in shopping, radio listening, media, etc.?
3. What department, departments or merchandise should I present on the air to audiences I want to reach?
4. What kind of programs or announcements would make the best framework for the message, merchandise or departments I want to promote?
5. What time or times during the day or evening would my broadcast message be most effectively scheduled to reach the audience I want to influence?
6. When and how and to whom shall I promote my broadcast advertising, programs, etc.?
7. Who shall direct and supervise my radio schedule?
8. What kind of copy shall I use to obtain the best results for the various types of promotion I want to broadcast?
9. What length of time shall I broadcast any given promotion providing I have sufficient merchandise, for example, to back up reasonable volume demands?
10. How can I check results without penalizing the customer with such tricks as "hidden merchandise," etc.?

Dennis Studies Problems

For two years Allied has had a radio specialist (Walt Dennis, formerly with the NAB) at work endeavoring to answer these questions for our stores. Some of them have been answered successfully in certain stores, some not, but we have learned a few basic premises without which we feel radio advertising for department stores stands a good chance of failure.

We have learned that the radio industry and the department store industry for many years have been doing business together without knowing much about each other.

This is the principal cause of most of the trouble in our relationships with radio. Our radio bureau in most of our cities has worked constantly to bring our store people and the broadcasters together for discussion of mutual problems.

We realize the difficulties some radio men face in trying to "get into" department stores in their cities to learn something about the inner workings.

Despite these difficulties, the fact still remains that unless radio does learn what our problems, our needs, our promotion policies, our characters and our histories are, then the job radio wants to do for us can be only partially accomplished if at all.

Research by our radio specialist has naturally uncovered a number of shortcomings of which we are guilty. Steps have been and are being taken to correct as many of these as possible.

Work on Copy

A common practice on the radio side of the picture is to attempt to sell us programming without giving us adequate reasons why we should buy. When a sale has been made there is then little or no follow-through to see if the programming is being properly handled and is achieving worthwhile results.

One of the great needs as we see it is some overall work on copy, or as you people call it "continuity." I don't recall ever having seen any material on radio copy with any recognized standards back of it. We have numerous works on newspaper copy and evaluation.

Allied has developed its own radio copy formulas and we have gone so far as to issue three pamphlets on various types of copy. Some such industrywide service for radio clients would be in order. I realize that there are many different copy approaches—not all of them can be good—there must be some basic standards.

Our experience also has revealed that few stations check carefully copy provided by our stores or our agencies to be sure it meets broadcast requirements or has a chance to do the job it should do. I would suggest a closer watch on client's copy by the other interested party to protect the interests of all concerned.

There is the point, raised many times, that stations are afraid to suggest copy changes or criticisms because the account might be jeopardized. Allowing weaknesses to exist to maintain a business relationship is not good business.

There are many examples in our files of copy ambiguity, containing cross-purpose messages and a welter of confusing detail, among other poor copy practices. We are working all the time on this problem and we do appreciate what help we can get from the stations.

Perhaps a helpful suggestion in bettering the relations between our industries would be to keep in mind that the fellows who are running the department store industry today are not of a radio entertained or informed generation.

Trained Personnel

We're printed media-trained and department stores' primary medium has always been the newspaper. Most of us know little or nothing about radio, except as casual listeners, and so what knowledge we get must come from outside from qualified sources. That's why radio not only has a media selling job to do with us, but there is an educational job to do as well.

Without exception, radio executives in conversations with our radio specialist have commended our practice of recommending full-time radio-trained advertising directors to those of our stores using substantial radio schedules.

This is part of our answer to supply this radio education. If we have a person working for us who is familiar with broadcasting, then we have first hand reliable interpretations of what our radio efforts are accomplishing. And we have trained supervision of that phase of our promotional effort.

Employment of personnel of this type makes easier the task of educating those all important people in a department store—the buyer and department head. If these people are not sold on the medium, then the work is really cut out for radio.

Obviously, the best way to sell these hard-headed business men and women is through results at the cash register.

For this reason, closest inspection of copy techniques, merchandise advertised and store study are mandatory to the education so necessary to insure radio a continuing spot in department store advertising schedules.

This is embraced in the general approach of setting up an objective for the radio schedule as a whole and for each particular program or campaign of spot announcements. Buyers, department heads, management and the advertising department should all work together on this planning, with radio talent (if any), production and other necessary radio people fitting in as required.

Station Can Help

One of the strangest factors in the use of radio to department store people is the promotion of radio programming through other media. I believe it was Kaufman's at Pittsburgh which originated the practice of "a dollar for promotion for every dollar of time and talent" in connection with its radio schedule.

This is a "hidden" cost which has popped up frequently to embarrass radio advertising budgets and the embarrassment often was met by eliminating the promotion to the detriment of the program's circulation.

Education on this vital ingredient also is necessary. The Allied radio specialist makes quite a point

(*Continued on page 96*)

THOSE in radio need not look back many years to recall the blank look that came over department store advertising men when the subject of broadcast advertising was mentioned. Times are changing, as Mr. Brown points out, and he's in a position to know. Allied Purchasing Corp. is one of the largest units in the entire retailing field, serving as buying agency for a large number of department stores besides owning stores.

NBC TELEVISED President's Cup Regatta at Washington over Sept. 21-22 weekend and presented NBC Television Trophy and other trophies. Televised version of regatta was viewed Sept. 23 by race committee at Statler Hotel party staged by NBC. Regatta officials and winning driver as they faced NBC television movie and still camera were (l to r): Merlyn Culver, winner of 135-inch hydroplane event; Eric Greenleaf, race committee chairman; Carleton D. Smith, general manager of WRC as well as WNBW, NBC television outlet under construction in Washington; Charles Pledger, trophy committee chairman; R. Aubrey Bogley, general chairman of the Regatta.

ONE THING the farmer can *always* count on is hard work.. and plenty of it.

The scientific farmer knows how to count on a profit, too.

This year has been particularly profitable for the U. S. farmer. He has paid off a lot of old debts. He has burned some ancient mortgages.

And he still has cash in his pocket. Enough cash to increase, substantially, his segment of America's purchasing power. That's why discerning advertisers are on the lookout for media that really *reach* the rural market.

Radio's value is unquestioned. Over 80 per cent of the farm population not only listens to the radio regularly, but *depends* on it implicitly for weather reports.. market data.. advice.. suggestions. Yes, and entertainment too!

Westinghouse stations, over a period of twenty-five years, have built a series of farm service programs that not only meet farm needs, but even lead the way to new agricultural developments. The result is unparalleled listenership and loyalty throughout large rural areas served by Westinghouse.

Cornfield Capitalist

WESTINGHOUSE RADIO STATIONS Inc

WBZ WBZA KYW KDKA WOWO KEX

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Canada Anticipates Rapid Development

Her Manufacturing Plant Trebled By War

By A. A. (Andy) McDERMOTT
Sales Manager, Horace N. Stovin & Co., Toronto

LARGER IN area than the entire United States and Alaska, potentially one of the richest countries in the western hemisphere, a growing power in world affairs, the Dominion of Canada today is in the throes of a postwar boom that parallels that of its great American neighbor divided from it by the longest unfortified boundary in the world.

Mr. McDermott

Potentially a country of 50,000,000 population, according to visiting Lord Montgomery, Canada today can boast of 12,000,000 population, about the same as Greater New York City. And most of this population is concentrated in the provinces of Quebec, Ontario and British Columbia. In the province of Quebec, Montreal, the Dominion's largest city, alone holds 1¼ millions. Ontario's capital, Toronto, fast-growing and industrialized, is now nearing the one million mark. On a narrow strip of the West Coast, Greater Vancouver has attracted something over 400,000 people with its balmy climate.

Canada entered World War II in 1939 of her own free will, as a member of the British Commonwealth of Nations. She put more than 1½ million men and women in uniform and finished the conflict as third to the United States and Great Britain as a sea power, in fourth place as a world air power and fourth in providing war supplies. In addition, at home Canadians mustered nearly a million war workers, shipped enormous quantities of manufactured goods and food to all the United Nations including the U. S A., paid her own way without asking any Lend-Lease and, in fact, through her own version of Lend-Lease, sent nearly $4 billions of goods to allied countries, proportionately more than any other nation.

Canada's casualties numbered about one-tenth those of the U. S. A. being 104,925.

Industrial Disputes

Today, a year after the roar of battle died in the blast of the atomic bombs over Japan, Canada has demobilized most of her armed forces, legislating them a new start in life more handsome than practically any other nation, and should have been well along the road of reconversion to peacetime trade. But industrial disputes have rent the country so that nearly 100,000 workers, directly or indirectly, found themselves forced into strike-idleness by September.

Throughout the picture the issue is identical. Trades unions demand higher pay and shorter hours of work. Some of them, notably Toronto brass and copper workers, have been on strike since May. Ontario, the most highly industrialized area, of course was hit the hardest.

Battling to hold the line on price controls despite their abandonment in the U. S. A., Canada's government economists are fighting the demand for increased pay and help to further confuse the age-old battle between capital and labor.

And just as elsewhere, Canada's reconversion plans also suffered from shortages in everything. Investment intentions of private industry for 1946 were estimated at more than $1,200,000,000 but it is doubtful if this figure will be attained now.

Despite these negatives, Canada today is wealthy, busy on a spending spree, barely started on her technological and industrial progress, possessor of a bumper 400 million bushel wheat crop in a top market, and full of will-to-win.

Living Standard

Indicative of the general living standard are the figures of motor vehicles (7.6 persons per vehicle); and telephones (14 per 100 population) placing Canada third among nations.

Lavishly bestowed with gifts by Nature, the Dominion remains the great country of the future, a near future.

Financially, the broadcasting industry of Canada has never been in so favorable a position. Politically, that is another matter. Of more than 100 radio broadcasting stations either operating or in building, 11 are under the direct control and ownership of the government-owned Canadian Broadcasting Corporation, the remainder are privately operated. A combination of government-owned and privately-owned stations are linked under CBC direction to form Canada's only two English-speaking broadcasting networks, the Trans-Canada and the younger Dominion. A similar combination provides for the CBC French network in Quebec.

Local revenues of the private stations have never been better and national business has increased by more than 15 percent this year. But operating costs have risen too, and more than a score of stations have invested heavily in new power setups without, in most cases, any increase in rates.

Politically, the CBC has taken a stronger hold on Canadian radio than ever before. Armed with a Parliamentary vote of some $2 million to finance equipment and expansion it will take over the wavelengths of three of the country's largest independent stations, CFCN Calgary, CKY Winnipeg, and CFRB Toronto, to add to its chain of 50,000 units, and also increase the power of several others already in its control. In addition, and for the first time, the CBC has entered what was hitherto generally considered the private stations' field, and set out to sell spot time on its stations. Admittedly this is on a limited scale but private broadcasters cannot but eye the move askance.

The only CBC-operated station not available for commercial sponsorship in any form today is the powerful shortwave voice of Canada located at Sackville on the East Coast.

CBC Annual Fee

Canadians are assessed an annual fee of $2.50 for their radio entertainment, now payable in its entirety to the CBC alone. The CBC's own last estimate of radio homes in Canada (1941) showed a total of 2,000,712 homes. However nowhere near this number of licenses are collected annually. Recently, in fact, the number has dropped off each year.

CANADA'S POSTWAR economic development parallels in many ways that of the United States but there are important differences. Here the overall picture is discussed on a basis of factual interpretation by A. A. (Andy) McDermott, sales manager of H. N. Stovin & Co., Toronto station representatives. Mr. McDermott entered the station representative field some years ago in the Toronto office of Joseph Hershey McGillvra, later becoming manager at Montreal. During the war he served in the Royal Canadian Air Force, rising to squadron leader.

But based on known sales of radio sets, it is estimated by the research division of H. N. Stovin & Co., radio station representative, that today there are more than 2,214,290 radio homes in Canada (a figure paralleling that of the Bureau of Broadcast Measurement). It is obvious this number is on the increase as the product of Canada's radio manufacturers pours from the assembly lines.

Broken down by provinces, east to west, this shows:

Prince Edward Island	12,230
Nova Scotia	100,210
New Brunswick	62,770
Quebec	490,150
Ontario	849,250
Manitoba	142,320
Saskatchewan	157,630
Alberta	170,980
British Columbia	228,750

Radio listening trends are higher than in the United States, especially in the northern parts of the eastern provinces, and throughout the prairie regions of Manitoba, Saskatchewan and Alberta where a radio set is, in a large measure, the sole means of news and entertainment. This is reflected in the program ratings. It is interesting that these, however, consistently show U. S. originated network shows to be top favorites with Canadian listeners.

Canadian Talent

Canadian radio has developed some very capable and some top ranking performers, producers and technicians but most of these have gravitated to the United States and far higher earnings than available to them in their own country. This migration has been particularly marked since the end of the war.

Apart from a small amount, of regional consequence only done in Winnipeg and Vancouver, radio production for Canada is almost entirely centered on Montreal and Toronto. Montreal, because it produces all French-language shows as well as English shows, leads in volume of network production; Toronto in commercial production. This applies equally to commercial radio and sustaining production, of the CBC networks. Talent is almost wholly dependent on CBC, however.

Canadian radio, therefore, rather follows the general pattern of industry in the Dominion. Ontario leads with a total of 10,711 industries employing 542,958 persons receiving $840,783,705 in wages and producing goods valued in 1942 (latest Canadian Facts figures) at $3,817,396,404. This is more than all the other Canadian provinces (7) except Quebec, put together. Quebec, with its population (1941 census) of 3,331,882 can boast 8,342 industries employing 399,017 people drawing salaries and wages of $536,329,170 and producing $2,333,303,012 in goods.

$31 Average Wage

It is interesting to note, however, that while the average weekly wage in the Dominion is $31-plus per week, British Columbia on Canada's west coast has an average of $34-plus per week.

Canada, often described as "the breadbasket of the world," comes by its title honestly. Agriculture is still the Number One industry of the country, occupying as it does the time of 1,061,802 of the entire male population. The gross value of agricultural products produced has steadily increased and figures for 1944 (Canadian Facts) showed the gross value of agricultural products to be $2,500,135,000.

While Ontario continues to lead in the value of farm capital as in other industrial fields, Saskatchewan which, with only 895,592

(Continued on page 98)

On the air any day now

Oklahoma City's FIRST and ONLY 50,000 WATT STATION!!

Our streamlined transmitter building is completed! The towers are up! The new equipment is ready! It is only a matter of days now until the testing and checking are done. Then KOMA will be on the air with Oklahoma City's *first* and *only* 50,000 watt station!

This means that soon thousands of southwestern radio listeners will be able to hear their favorite CBS programs for the first time over KOMA. It means that soon advertisers and agencies will be able to buy the "50,000 watt coverage" they have wanted for so long in this rich market. It means that soon this Peabody award-winning station will be combining CBS programming *plus* local "know how" in production *plus* 50,000 watt power.

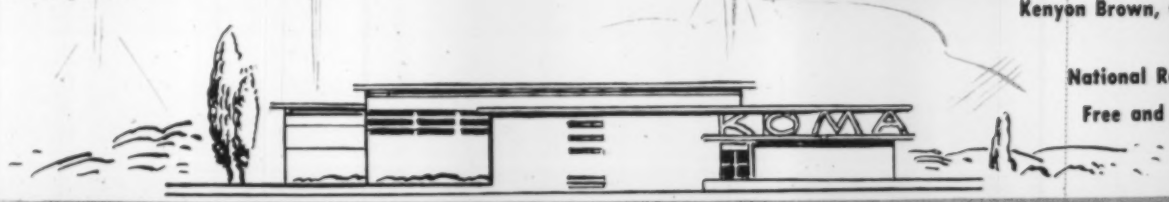
There's an unbeatable combination you can't afford to overlook when you plan those radio schedules in the Great Southwest. Watch for the opening day! It's coming soon!

KOMA

OKLAHOMA CITY'S CBS STATION

Kenyon Brown, General Manager

National Representative
Free and Peters, Inc.



AFFILIATED IN OWNERSHIP WITH KTUL, TULSA

Standard Rate Card Plan Is Praised

Proposal for Uniform System To Be Made At NAB Session

By LINNEA NELSON
J. Walter Thompson Co.

PEEPING around behind those sometimes discouraging clouds, we now see a little corner of Utopia! During the past several years the broadcast advertising industry has worked effectively toward starting on the road a few projects that will eventually help them reach one of their goals—that of making broadcast advertising easier to sell and buy.

One of the things that has been accomplished is the result of a great deal of work by the members of the National Association of Broadcasters' Rate Card Committee and the American Association of Advertising Agencies' Timebuyers' Committee. After numerous meetings and several years of discussions many of the suggestion made by both committees have been incorporated into a complete plan for the standardization of rate card forms which will be presented at the NAB Convention in Chicago during the week of October 21.

To some individuals this may not seem a very important goal-post—but to those who sell many stations, and to those who buy many more, it is. All radio stations have set up their own rate cards on the basis of the forms they liked best in any one of dozens of ways. And almost all must be studied carefully before a rate can be quoted to a prospective advertiser.

Difficulties

To get an idea of some of the difficulties involved, imagine yourself an advertising manager about to go into a meeting. You want some quick figures on a magazine, radio and newspaper campaign. For magazines and newspapers your agency buyers can give you quickly some figures on a per line or per page basis, and any size campaign can be speedily estimated from there. But not so for radio.

Discounting the problems of whether the campaign be for daytime or evening and whether for announcements or programs, the actual arrival at the total cost for radio involves a major effort. Buyers and estimators must go through rate cards or the quotations in Standard Rate and Data Service, calculating discount deductions; some for weekly dollar volume and then for the number of weeks to be run (and should the second discount be figured on the net or gross?); or discounts for total number of times within a week or a given cycle; discounts or rebates for a 52-week period or for the overall contract cost, or anything else the station has chosen to use in preparing a rate card.

On few of these rate cards are the discounts figured—so one can visualize hundreds of buyers and estimators all over the country going through the same routine of figuring and deducting discounts that might have been figured and printed at the source.

Requests for Data

The most gratifying result to date in connection with rate card standardization even prior to this formal presentation is the fact that many stations have requested information on improving their rate cards and have followed the suggestions made. A quick check of approximately the first 100 stations in the January 1945 issue of Standard Rate and Data Service indicates that on approximately one-third it was necessary to figure discounts on rates in each case before arriving at the final cost per broadcast. (And this was after more than a year of standardization.)

LINNEA NELSON, whose views on rate card standardization are presented herewith, is chief timebuyer of J. Walter Thompson Co. "A very important goal-post," she says of the idea of standardized rate card forms; and, of the plan to be presented at the NAB convention, "a superb job."

A similar check of the most recent rate-book indicates that many rate card form revisions have been made and that today detailed figuring to arrive at a cost is required on only about one-fifth of the same number of stations. This so-called "spelling out of rates" eliminates the necessity for buyers, estimators, salesmen, advertisers and all those involved with costs from going through the same calculations each time a rate card is used.

Next come the various bits of information peculiar to the use of radio advertising: news; announcement or participation programs; transcription services; music licenses; contract requirements; length of commercials or wordage allowed on commercials and announcements. To get the needed information today it is necessary to read carefully each station's rate card from beginning to end, because no one knows where the many and varied stipulations are buried. The new plan allows for specific number to be given to each item so that time may be saved by looking down the column for the same number on every station's rate card to get the desired information.

Better Use of Time

These improvements should enable both sellers and buyers to spend less time trying to arrive at costs and details, and more time on the intelligent creating, selling and buying of more and better radio advertising.

We visualize within the next few months a deluge of new revised rate cards. Some of these will incorporate rate increases as well as improvements in form. It is therefore not out of order to remind all those contemplating rate increases that the standard practice in advertising is to give at least 30 days' notice prior to the effective date of the rate increase and to protect advertisers under contract for one year from the effective date. Lack of advance notice and rate protection presents serious problems particularly when rate changes occur just after a complete budget plan has been presented to a client.

The NAB Rate Card Committee, under the chairmanship of Arthur Hayes, is to be congratulated on a superb job and the members of the AAAA Timebuyers' Committee, under the chairmanship of Carlos Franco, are enthusiastic about its presentation of the problems and suggested recommendations. It is hoped that every broadcasting station will take advantage of this opportunity to use one of the five plans being presented.

GOODWILL BUILDER

Houston Show Sketches Local Towns

METHOD of gathering information for *Serenade For Tomorrow* over KXYZ Houston, Texas, is in itself a lesson in building goodwill. Sponsored by Bill Williams, owner of the Chicken House, Houston drive-in restaurant, the nightly program now includes a thumbnail sketch of the history, industry and culture of a nearby Texas town.

To collect the information for the sketches, a letter is sent to the mayor of the town, telling him about the program and asking for such information as human interest stories, familiar anecdotes and genuine local color. A questionnaire is enclosed with the letter asking for statistical data.

When the information comes in Mr. Williams sends a personal letter of thanks to the person or organization that compiled it. Later a news item goes to the town newspapers announcing the date of the program. Finally three days before the town is saluted, cards are sent to prominent people and organizations there informing them of the program time and date.

According to the Giezendanner Co., Mr. Williams' agency, it not only does a good advertising job, but helps KXYZ build a wider listening radius.

New Portable Receivers Are Exhibited in Britain

NEW RADIOS and electrical goods are featured at the Britain Can Make It Exhibition which opened Sept. 24 in London. Drawing the most attention is the portable receiver that is carried by a sling from the shoulder, and that would pass for a small handbag. It is a powerfully built instrument, with the aerial contained in the shoulder strap, the tubes adapted from those of the proximity fuse, and the set powered by easily changed dry batteries.

Also exhibited is a baffle board radio in which the frame acts as the baffle speaker. This is a shallow cabinet supported by a tubular arm which will stand the set on the floor, hang it from the wall or prop it up on a desk. There is an exceptional clarity of tone, it is said, with the boom and resonance of many box sets avoided. The set is moderately priced. Several models of various types of receivers are being exhibited, including television sets. The large majority of those shown are immediately available and in the moderate price range.

Queen Elizabeth Gets New Radio Equipment

FIRST-CLASS passengers on the *Queen Elizabeth*, world's largest liner, can pick-up their bunkside telephones and talk to any country on the international telephone exchange or to passengers on other ships at sea.

The Cunard White Star liner, which made her maiden peacetime voyage to New York Oct. 16, carries more and better radio broadcasting and telephone equipment than any other ship, according to Cunard officials. New radio telephone and telegraph equipment enables communications to be handled under the most difficult atmospheric conditions, and secrecy devices prevent interception of private messages. Provision for future communication service between the ship and aircraft in flight has also been made.

Canadian Set Data

JULY SALES of radio receivers in Canada totalled 60,022 as compared with 29,493 in June and 44,954 in May. Total Canadian radio receiver sales for the first seven months of the year were 287,018 units. Imports and exports for July were about equal, with 3,100 units being imported and 3,186 units being exported. Production of receiver tubes in July amounted to 472,962 as compared to 581,168 in June, and July imports of tubes totalled 209,004 compared to 114,347 in June, according to figures of the Dominion Bureau of Statistics, Ottawa.

KHQ
SPOKANE

5000 KW ON 590 KC NON-DIRECTIONAL

Established 1922

NBC Affiliate 1927

DOMINATES

The Rich Spokane Market

of the

PACIFIC NORTHWEST

KHQ's New Corporate Name:

KHQ INCORPORATED

KHQ's New Corporate Officers:

ARTHUR L. BRIGHT
President & General Manager

R. O. DUNNING
Vice President

R. WALLACE BRAZEAL
Vice President

JOHN McKINLEY
Secretary

MILTON O. FRITSCH
Treasurer & Asst. Secretary

REPRESENTED NATIONALLY BY THE KATZ AGENCY

All Research Techniques Can Be Right

Not All Methods Seek Same End Says Expert

By GORDON BUCK

IF BROADCASTING is to fare as it should in the prophesied closer competition with other media, it seems obvious that the reliability of the methods employed to appraise audiences should be unquestioned in the minds of the buyers of radio time.

It may be, as one of the embattled researchers recently wrote, that the well-aired fault-finding with one another's methods by competing audience research service has served to define the relative merits of different techniques. On the other hand, many advertisers have told me that their reaction to the mutual criticism inclined them to doubt the validity of any radio research. Such a reaction on the part of radio's customers is bound to work to the disservice of broadcasting. It is certainly disturbing to one whose business is radio audience measurement.

Because it appears that most of the adverse opinions concerning listener research are due to the misconceptions of just what is measured by rival services, an exposition of the different dimensions revealed by the several techniques may be worthwhile at this time.

The fact that radio has many measurement problems and that the research method which will best provide the answers for one problem will generally be inadequate for another has been well highlighted by the controversies between the researchers. There is no ideal measurement service which will reveal all of the aspects of radios' audience. The BMB controlled ballot brings out the facts necessary to the determination of station coverage areas; but is not suited to the development of relative program appeal nor to the projection of program circulation.

Adaptability Cited

The telephone coincidental provides the speed and continuity essential to popularity ratings wherein the size of the figures are important only in relation to each other, but cannot be projected to reliable circulation or coverage indices. Meters and listener logs ideally bring out figures capable of projection to program circulation, but are too cumbersome and expensive for use in securing popularity ratings. The high cost of setting up and servicing meters precludes their use for station area surveys. Only the meter shows the minute profile but it misses audience composition. To date only a program analyzer device has been able to bring out the reasons in back of the variation in listener volume to different parts of a broadcast.

And so it goes. Competitive copy to the contrary notwithstanding, all of the leading researchers have done a good job of serving radio in the particular field of audience measurement to which their device is best adapted.

A frequent cause of mistrust of radio audience research is the difference in the figures developed by different survey methods.

Different Findings

It must be made clear that when the use of one research method results in a figure which is different from that obtained by another method, that neither figure is necessarily "wrong". If the figures were obtained from reliable research firms, the chances are that both are right. The major reason for differences is likely to lie in the fact that each method tends to measure the audience over *different lengths* of time. Each measurement is useful when employed with an understanding of what each measures.

The telephone coincidental, because its contact with a listener is momentary, is usually tabulated so that the results express the audience listening at any moment. For example, it can be seen on the accompanying chart that while 10 out of 15 families had their radios turned on some time during the 15 minute period between 5 and 5:15, at any given minute only six or seven families were using their sets.

Before we tabulate an audience figure for a given period from recorder tapes, we must decide how long a set must be turned on to qualify the person tuning as a "listener". This must be an arbitrary decision and currently, I believe, two sets of figures are published, one a count of all sets turned on for a minute or more and the other a count of sets turned on for more than five minutes. On the chart it can be seen that there are 10 families out of the 15 who had sets on for a minute or more, while there were only eight families who had sets on for five minutes or more.

DISSOLUTION of CAB [BROADCASTING Aug. 5] has given rise to considerable thought in the evaluation of the various methods of program rating. Gordon Buck, director of research, Foote, Cone & Belding, herewith reviews the picture. He is well qualified as an expert, having worked with all existing methods of audience measurement. Mr. Buck is credited with setting up the original tabulating procedures for Nielsen Audimeter; he set into motion the original listener diary study at Industrial Surveys; ran the CBS coverage studies; was retained by BMB as technical consultant and wrote their tabulating manual; headed his own measurement bureau. He also spent a year with C. E. Hooper.

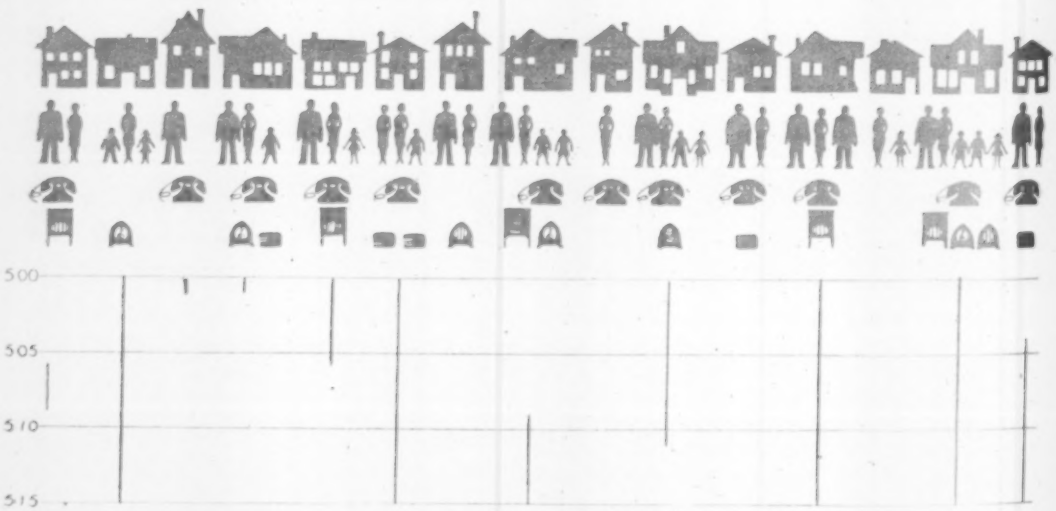
Flexible Record

A listener diary is flexible in the way in which recordings may be entered, the manner of entry being determined by the instructions received from the research company. In the accompanying chart it has been assumed that the families were instructed to make entries only where actual listening took place. Thus the family whose set was on only during the first minute of the quarter hour may have been listening to the program on the previous period. If so, the minute carryover probably represents the time elapsed before turning the radio off. If this were the case, a diary study of the charted families would reveal nine listening families for the quarter hour 5-5:15.

Radio's Terms

In my opinion, the broadcasting industry will be best served by the revelation of all obtainable facts regarding their audiences. A sponsor is entitled to know the total audience to his broadcast as well as the momentary audience. Figures representing conscious listening as well as tuning are meaningful and the two types of data can even be used together to determine the relative efficiency of different time periods for various program types.

I believe that in the inter-media competition, radio should talk in terms of the total audience to a program, particularly if costs per thousand circulation are to be compared for one media against another. Researchers should be encouraged to expand their services to pick up listening in cars, hotels, shops, etc. The listener log might be useful in developing such figures since diaries could be designed to fit into a coat pocket. The use of such individual listener logs would also permit detailed analyses of the characteristics of individual listeners to a given program type.



FIFTEEN FAMILIES' listening habits in a quarter-hour are shown in this diary study. Using four types of audience figures, the following results are disclosed: Coincidental, 6 to 7 families (54%) listening; meter (6 minutes or more), 8 families (67%) listening; meter (1 minutes or more), 10 families (83%); diary, 9 families (75%). In this chart vertical rules show exact portion of quarter-hour in which set was turned on by household, nature of which is shown by symbols at top.

You get up to

DOUBLE THE AUDIENCE AND MORE!

TOPS IN RADIO

Copyright 1945, WAKR

ABC NETWORK
5000 WATTS
Day and Night
WEED AND CO.
National Representatives

WHEN YOU BUY WAKR AKRON

WAKR'S average ratings on 41 ABC day and night shows are TWICE as large as the national average*

here are a few good examples–

PROGRAM	NATIONAL RATING	WAKR RATING
Breakfast Club	6.0	20.4
Breakfast in Hollywood	8.2	18.8
Ted Malone	4.2	12.8
Glamour Manor	4.2	14.1
Jack Armstrong	4.6	12.0
The Sheriff	8.9	14.9
Alan Young	5.3	12.4
Gang Busters	9.1	13.1
Woody Herman	3.4	12.4
Your F. B. I.	9.7	15.5
Home Edition	5.2	17.4
Hymns of All Churches	2.8	11.2

*HOOPER RATING, DECEMBER, 1945, THROUGH APRIL, 1946

WAKR

First in Listeners!

TOTAL RATED PERIODS *

Mobile Units Used for 'Surprise Party'

CBS Engineers Develop New Technique In Pick-Ups

By LES BOWMAN
CBS Western Division Chief Engineer

SEVERAL months ago, a telephone call from our New York engineering department notified me that a new program idea was being launched by Ruthrauff & Ryan for its client, American Home Food Products Inc., Jersey City, (G. Washington Coffee), and that Southern California had been selected for its debut. After absorbing details and requirements of proposed project, I realized that something new had been added. It was *Surprise Party*, Tues., Thurs., (3-3:30 p.m. EDST).

Mr. Bowman

Briefly, the idea consisted of an audience participation show in one of our studio auditoriums, or a remote theatre, plus two roving automobiles, shortwave equipped, to visit Southern California homes and interview residents in their living rooms and kitchens. This shortwave transmission from the automobiles was to be picked up at the studio program origination location and mixed to permit duplex or three-way conversations simultaneously. The program was initially scheduled for five times a week, one half-hour in duration, with frequent changes of originating auditorium locations. As it developed, program is twice weekly.

A tentative schedule showing among other cities Pasadena, Long Beach, Inglewood, Glendale, South Gate, and Burbank was chosen. To date program has utilized Long Beach and Pasadena with others to follow. Plan was to gather the audience from the particular city to its own theatre, shell, or auditorium, and the two cars then to roam within a three to ten-mile radius contacting the housewife at home.

Single R. F. Transmission

Program was named *Surprise Party* which seemed extremely appropriate at time in view of operational hazards involved and improbability of a consistent successful technical performance. Original plan assumed use of two portable pack, 2-w, high frequency transmitters, KEGJ and KEGK from the kitchens to HF receivers in the car in front of the house and then retransmitted again from car to the auditorium.

Pack transmitters were later eliminated by use of high quality microphones with several hundred feet of extension from the car to the kitchen and this single R.F. transmission method was adopted. The above roughly indicates format desired by the program people. One important item in our favor was the time factor, as approximately six weeks intervened before first program was scheduled.

Two Dodge 1½ ton steel body cars were obtained. These were fitted with benches and cabinets in order to permit a permanent installation of equipment and maximum flexibility with a neat appearance. In each car was installed one Collins 18-H, 50-w transmitter, KAAC and KAAZ, the antenna consisting of copper tubing and a fish pole with center loading approximating one-quarter wave for the operating frequencies of 2090 and 2190 kc. The antenna extends out of the roof of the car through a bushing.

Three Receivers

The base is constructed so that the antenna elevation may be varied from zero to 90 degrees depending on type and height of structure to be encountered whether trees, low bridges, etc. The maximum antenna height atop of the car is 16 feet. When not in operation, the radiator may be cradled and parallel to the car roof.

There are three receivers installed in each car, one crystal controlled covering the 30-40 mc band, another for intermediate frequency reception of 2830 kc, also crystal controlled, and third a standard broadcast receiver. All receptions may be had on either loudspeakers or head phones singly or simultaneously. Battery chargers are installed in each car to enable charging without removal of batteries from their normal operating positions. Test apparatus, meters, and tools are included as essential components to each car; both units are identical throughout and are entirely independent of extraneous facilities for operation.

Quite frequently both mobile units are participating in the program while enroute to or from their destination with ad libbing and non-scheduled switching from either car to stage auditorium being the rule and not the exception.

At originating auditorium point, two Super-Pro Hammerlund receivers are used to pick up the remote cars, each receiver getting its signal energy from a tuned doublet of the transmitter frequency. Output of each receiver is impedance matched and padded to a level corresponding to microphone input to the audio program eight position portable mixer. The other six positions on the mixer are utilized for stage audio microphones and roving mike pick-ups throughout the visual audience; the output of the eight position mixer is fed to power amplifiers feeding the public address in order that the stage performers and the visible audience may hear all points.

Output of the mixer is also fed to a third portable, 50-w transmitter, WAAU, situated at the auditorium location operating on 2830 kc for cue to the two field cars; still another output feeds from the mixer to a 100-w RCA portable mobile transmitter, KRCO, operating on 33,380 kc.

Choice of Frequencies

Thus the car technicians in the field have a choice of two frequencies during the test and rehearsal, and three sources of reception when the program actually gets on the air over our standard broadcast transmitter, 50-kw KNX. This optional use of two frequencies, one high and the other low, during test and rehearsal periods prior to program time presents excellent insurance against fading, shadows, or excessive noise level conditions that could conceivably blanket one signal but unlikely to present similar unwanted characteristics on two such widely separated bands.

Seven technicians are assigned to the program. Two in each car, one handling radio frequency, the other audio and microphone extensions and several cue phones running parallel with mike lines from car at the curb to the kitchen. Fifth technician operates the two receivers and cue transmitters at the program originating location. Sixth technician is the audio mixer. The seventh technician handles sound reinforcing for visual audience in the auditorium.

Our efforts are constantly directed toward maintaining a maximum intelligibility on the shortwave portions of the program. In innumerable instances in the past, the transition from audio to radio frequency could not be detected by a quality evaluation. Realism entailed in the announcer's ringing of a door bell or knocking on a door, and the sense of expectancy that surrounds such a situation, has made this an extremely popular program. Identification of home sounds and kitchen effects is further accentuated by our specific efforts to achieve and maintain a wide frequency response with a corresponding low noise level and a minimum of distortion in our field operation in order to provide realism and a studio quality.

From remote auditorium location, equalized radio loops feed program to CBS master control at KNX Hollywood where it is distributed to various outgoing networks of the system for nationwide coverage.

Much credit for design and successful operation of this project is due to James French, our Hollywood construction and maintenance supervisor.

PET MILK "CONTENTED" TOO

Satisfaction with Radio's Results Evidenced By Sponsor's Heavy Air Budget

RADIO appeal has paid off for the Pet Milk Sales Corp., St. Louis, whose advertising budget of over a million dollars a year is virtually all devoted to radio.

Thirteen years ago the Pet Milk Corp. had a total consumer advertising appropriation of $358,632. Of this it invested $26,418 in CBS time for sponsorship of the Mary Lee Taylor program, a home economic feature Saturdays 10:30-11 a.m. and sales amounted to $15,682,833. In 1937, the corporation concentrated its entire consumer advertising budget in radio. Some years later in 1943 (after eliminating all war and government contracts) sales set an all-time high in the history of this business with a total of $66,210,348. Last year sales (again eliminating all war and government contracts) moved to the highest record of all —$79,311,480.

But the Mary Lee Taylor show was not the only one to promote Pet Milk. Ten years ago the corporation also started sponsorship of the *Saturday Night Serenade*, 9:45-10:15 p.m. on CBS. The program features Gus Haenschen and his orchestra, Emil Cote and Bill Perry, tenor. On Oct. 12 that show celebrated its tenth anniversary. The cast mentioned above has been with the show since its inception. Roland Martini, vice president in charge of radio for Gardner Adv. Agency, has also acted as producer for the past 10 years.

The Pet Milk tale is such a great radio success story that it is now being used by CBS as one of its standard presentation promotions.

Texas Theatres Expand Advertising by Radio

INTERSTATE CIRCUIT Inc., Texas theatre chain, has expanded its radio advertising to eight programs weekly over Texas Quality Network, keyed by WFAA Dallas, and Lone Star Chain, keyed by KGKO Fort Worth.

Ralph W. Nimmons, assistant manager of WFAA-KGKO, announced Interstate has signed a year's renewal on *Showtime*, Sunday afternoon program from Palace Theatre in Dallas, and has bought three quarter-hours weekly of WFAA's transcribed *Reminiscin' With Singin' Sam*. On Lone Star, Interstate has taken three lunch hour segments of musical show and a Thursday night theatre quiz, *Screen Test*. *Showtime* is placed by Lee Segal Adv., Houston; others by Steele Adv., Houston.

PUGET PEOPLE:
They aren't INDIANS anymore . . .

Time was when the population of the Puget Sound country was Indians, loggers and fishermen.

Today this just isn't so!

More than a million people live in the metropolitan cities and rich farm counties of KOMO's concentrated sales pool. They have diversified occupations and wants . . . they have money to buy your products.

Washington is the top American state in effective buying income per capita.

Two Puget Sound cities, Seattle and Tacoma, rank first and seventh of all U. S. cities in per capita buying income—about double the national average.*

Puget People are responsive to KOMO advertising because it is the accepted, appealing, EXCLUSIVE voice of NBC for the Puget Sound country.

**Sales Management*

KOMO

NBC

for SEATTLE
AND THE PUGET SOUND COUNTRY

National Representative: EDWARD PETRY & CO., INC.
New York Chicago San Francisco Los Angeles Detroit St. Louis Atlanta Boston

If Graph Climbs, That's a Joke Son

Electronic Measurement Of Laughs Now Possible

MEASURING A GAG is no joke, according to Ernest Walker, president and owner of Audience Response Analysis, New York. Mr. Walker takes his humor seriously. Last week, amid the serious decor of his office at 250 West 57th St., he revealed how scientifically unfunny many radio "comedy" shows really are.

Cruel science can spare no one, not even Rudy Vallee, and Mr. Walker used the crooner's show as an example of one that could do with improvement. On the other hand, he cites the Henry Morgan show as "potentially" the best on the air. And when Mr. Walker gives an opinion, he reinforces it with electronic proof. For to him gags and comedy, high or low, are just so many peaks and valleys in an electronically drawn line graph. Mr. Walker has a machine that measures laughs.

The beginning of gag measurement took place when Mr. Walker became a trouble shooter for the Arde Bulova radio interests in New York eight years ago. After witnessing many comedy shows go on the air in a haphazard fashion, with resultant poor showing, Mr. Walker became convinced that if a program's response among studio audiences could be measured in terms of laughter, then, perhaps, comedy could get itself out of the realm of hit-or-miss programming, and give listeners a more sustaining laugh time for their money.

Machine at Home

Once he had program patterns figured out, Mr. Walker knew he had a service that would be of interest to those who write and produce comedy shows. Combining knowledge of his wants with the technical skills of the Link Co. and the Bristol Manufacturing Co., Bridgeport, Conn., the Walker "Gag Measurer" came into being.

With office space nearly as difficult to get as apartments in New York, Mr. Walker took his new electronic equipment to his home in West Islip, Long Island. There, his wife, Helen, and daughter, also Helen, helped install it.

Once the machine was installed, all he and his family had to do was sit up all night organizing the graph figures into a sequence that would mirror the laugh quotient of 40 comedy shows a week. Holding a radio audience, Mr. Walker points out, depends on the degree of interest value maintained. Audience response analysis is designed to aid in planning sure-fire interest shows.

Because radio programs use comedy as a major ingredient, the "listener interest" value can be greatly safeguarded by measuring amount and quality of comedy in a show. In other words, the measure of comedy is the laughter which it provokes.

Peaks Show Volume

This laughter can be measured on Mr. Walker's machines which electronically record the sound emanating from the program in graph form, using two different sound levels. On one of these levels the sound coming from the program, i. e., artists' voices, music or commercials, is recorded. On the other level all sound from the studio audience in the form of laughter or applause is recorded.

Volume and length of laughter in seconds can be garnered by measuring the height of the peaks as they appear on the graphs and measuring the width of their bottoms. The sum of these base measurements gives the total length of time consumed by earned laughter and the average of the height measurements gives the average volume attained.

Analysis of hundreds of comedy programs—Mr. Walker says he intends to measure every comedy show on the air in the nation—brings out the fact that there are certain definite comedy requirements for different types of programs. The patterns set by laugh shows that stay on top, says Mr. Walker, can be followed by shows needing more Hooperpoints.

The purpose of the Audience Analysis is to aid those people responsible for building comedy shows in (1) seeing that comedy content is adequate (according to standards of other proven programs) and (2) seeing that the performance of writers and artists meets program requirements.

Mr. Walker's mechanical measurement has been received by the radio industry with a combination of curiosity and mild skepticism. However, several of the networks have allowed him to furnish them with material on comedy programs, and Mr. Walker is gathering evidence on all the shows he can.

SUCCESS or failure of comedy shows now can be measured with the Walker "Gag Measurer," an electronic device invented by Ernest Walker, president-owner of Audience Response Analysis, New York. It's surprising how many so-called comedy shows are un-funny—according to his laugh-measuring gadget—says Mr. Walker.

PROBLEMS SOLVED IN 20 MINUTES

Havre, Mont., Station Finds Housing For Studios and Staff

Ready-made facilities for studios and staff of the Havre station.

IF A NEW radio station manager can set up business in a tent these days, he's lucky, considering the housing difficulties. But when a group of prospective broadcasters walk into a ready-to-move-into studio and transmitter building—*plus* enough housing facilities for all the staff—that's practically in the realm of the impossible.

The new station at Havre, Mont., has done just that.

When Montana Broadcasters received an FCC grant for a construction permit, Edward Jansen, co-owner with Jessica Longston, journeyed to Havre to hunt for a location. All he wanted was a five-acre site about a mile and a half from town.

Most of the real estate men he called upon seemed interested in nothing under 100 acres. Finally he ran into one agent who said he had nothing but would drive around and take a look. After several hours the agent and Mr. Jansen stumbled into the owner of an Auto Court, with 13 units and a new six-room house, all completely furnished. And the owner had just made up his mind to retire.

The deal was closed in 20 minutes.

"In addition to finding itself with a studio and transmitter building, all complete with hardwood floors," says Mr. Jansen, "the station was now in a position to advertise housing guaranteed to all personnel."

License for the Havre station was granted Sept. 12. It is due to begin operations about Nov. 1, on 1240 kc, 250 w fulltime. The Longston-Jansen partnership also owns KEIO Pocatello, Ida., and is applying for a new station at Livingston, Mont. Miss Longston also owns KBIO Burley, Ida. Mr. Jansen is KBIO general manager. They are part owners of the new KSEM Moses Lake, Wash.

RADIOPHONE ROAD

Boston Post Road Will Be Equipped for Travelers

TRANSFORMATION of the Boston Post Road into a communication lane equipped to provide two-way radiotelephone service for motor vehicles traveling between New York and Boston will start within a few weeks. That was announced by the RCA engineer products department, which has made its initial delivery of RCA land and mobile FM radio transmitters and receivers to the three Bell System companies which will operate the service. These are the New York Telephone Co., The Southern New England Telephone Co., and the New England Telephone and Telegraph Co.

The new mobile radiotelephone highway service will be inaugurated upon the completion of an initial test period, after other units of the equipment are delivered and installed. Subject to FCC licensing, the service will operate in the 30-44 mc band, permitting travellers on or in the vicinity of the Boston Post Road to carry on radiotelephone communications while en route. The six RCA 250-w land transmitters are to be installed at New York City, Mt. Kisco, New Haven, New London, Providence and Boston. Each of these fixed installations will also include a lower power transmitter which is used for testing to assure continuity of service.

Deliveries of similar equipment for the proposed New York-Albany-Buffalo link in the Bell network are scheduled by RCA to begin in the near future.

CHICAGO SEES TELE PROGRAM DISPLAY

THOUSANDS of Chicagoans got first glimpse of a television show when WBKB Chicago, video station, televised the opening drive of the Community Fund campaign to a show-window receiver.

With various Chicago radio talent and civic leaders before the cameras, WBKB used two iconoscopes to televise the show to an 18 x 22 receiver lent by the Rauland Corp., and believed to be the largest receiver in Chicago.

The receiver was located in a show-window of the Fair Store, which jointly sponsored the broadcast with the Cutter Cravat Co. Entertainers appearing on the broadcast included Phil Regan, Irish tenor; Gracie Fields, film actress; Arthur Lee Simpkins, Negro baritone; Peggy Campbell, and Jackie Mills.

To promote the show, WBKB chartered a fleet of 25 taxis to tour Loop streets, honking horns and bearing signs advertising the program and the campaign. After the broadcast, 300 Chicago advertising and radio executives attended a buffet supper in the WBKB studios.

Your Triple Cities Average Customer is a WINNER

He enjoys the third largest annual income in New York State—the largest among residents of cities of 75,000 and over—

. . . and he numbers **225,000**

The Facts are Plain—Put Your Money on the

WINR

NBC in the Triple Cities — Endicott, Binghamton, Johnson City

At Binghamton
New York

David Carpenter
General Manager

HEADLEY-REED
National Representatives

Making Your Sales Department Pay

Honeymoon Isn't Over If the Sales Staff Is In Gear

By SYDNEY GAYNOR
General Sales Manager
Don Lee Broadcasting System

ACCORDING to the trade, radio's "honeymoon" is over. Actually, it isn't—not if your sales staff is geared for streamlined operation. It isn't necessary to have a big staff to get big results. What is necessary is to channel routine along its most efficient course; to carefully screen employes to get the maximum ability with the minimum personality conflict; to make certain that you have the best people possible, and then don't tie their hands but let them do the job.

Too often men or women are hired for a job, and then discovery is made they are unfitted for that job and are let out. Any such procedure is the fault of the management, and not the person employed. If a real effort is made to get a new associate properly launched so that he knows all his duties, and where responsibility lies, there should be few times when personnel changes are necessary.

Only 15 on Staff

Our sales department handles all KHJ local station sales, Don Lee network sales, Mutual and cooperative sales on the Pacific Coast. All sales policy, network clearances, network promotion are handled by this headquarters group. Yet only 15 people are on the staff—the smallest of any major network sales organization. In addition Henry Gerstenkorn, assistant general sales manager and myself, the Hollywood staff includes a sales service manager who acts as coordinator between the sales department and other departments, and network; five account executives, a sales promotion manager, a key woman responsible for scheduling all spot announcements on KHJ, and spot announcement copy coming in from agencies, a key woman handling all network sales traffic orders, and conference calls, and four secretaries.

Therefore the first point is efficient allocation of work among personnel. A few highly specialized, well-paid associates can operate much more efficiently than the over-sized staffs with too little to do and too much time to do it. An individual station, of course, not operating on a network basis, could cut down even more.

It's difficult to say what size sales staff a station should have because it is all relative. Some organizations are so departmentalized that many of the things we include in the sales department at Don Lee are a part of another department, or a department itself. I do believe, however, if a sales manager of an individual station sets a sales goal and a sales overhead budget to achieve that goal he can very quickly know what he has to work with.

Too often a sales department grows like Topsy, too many people with overlapping work, and no well-defined jobs for which they are responsible. After a sales overhead budget has been set, the sales manager can break it down into the minimum number of people required to do the job. By setting it at the minimum he will be able to pay more money to better qualified people which results in more efficiency, more and better sales, and a happier and busier staff; this must follow since each one is then an important and valuable associate with full responsibility for his or her particular job. It's surprising how much more work and results can be obtained from this type of operation as compared to the over-staffed super-departmentalized organization.

Combine Jobs

In some instances several jobs can be handled by one efficient person. An account executive should have as little detail work as possible. All office detail, whenever possible, should be assigned to an individual classified as an inside man or woman, thus freeing the account executives for more productive work.

We believe every sales organization should be easy to do business with, informal and friendly. It should be the most accessible department. After an advertising agency once gets acquainted at Don Lee, none stop at the information desk. They wander right straight down the hall and are free to enter any of our sales department offices without knocking. This is applicable to any sales organization whether with a single station or a network.

Primary Standing

Getting back to goal set by the sales manager which must be based on the potentiality of his market; he should be in the position to over-spend during first six or twelve months of any reorganization to properly establish his sales organization, and get the plan across to advertisers, agencies, and the other departments in his company.

In the towns where advertising agencies place most of the business it is generally conceded the best sales procedure is to assign agencies to individual account executives rather than by advertisers. This simplifies operation and prevents conflict because one account executive contacting an agency can handle all of that agency's accounts. If he is the proper man for that agency, your station will derive more good than is possible with two or three men contacting same on various accounts.

No pep talks or sales reports. A small experienced staff with close personal contact eliminates time eaten up by conferences, special meetings, and sales reports. Personal contact between sales manager and individual staff members accomplishes much more; takes less time.

No individual commissions. At Don Lee, account executives work on a bonus plan. A monthly sales quota is set for staff, and if beaten, each account executive shares in bonus given to the team. This plan results in teamwork without petty jealousy or office politics; and is adaptable to any operation.

Each account executive is manager of his own business and responsible for it. By instilling need for good adult judgment and initiative in all account executives, we make it unnecessary for them to constantly keep in touch with the home base. Each account executive is assigned a group of advertising agencies for which he is responsible as the Don Lee contact.

Careful screening of personnel. In a small organization it is very necessary that each individual fit overall staff personality. In this way, you prevent the clash of nerves and personalities which too often arises in a tightly-knit group working under pressure. A good sales department is geared to work as a team, and everyone is allowed to use his own judgment in the job assigned.

A reasonably generous expense account is a good investment. If your account executives are intelligent adults and are made to realize that their good judgment will be relied upon, there should be no extravagant vouchers put through to the treasurer.

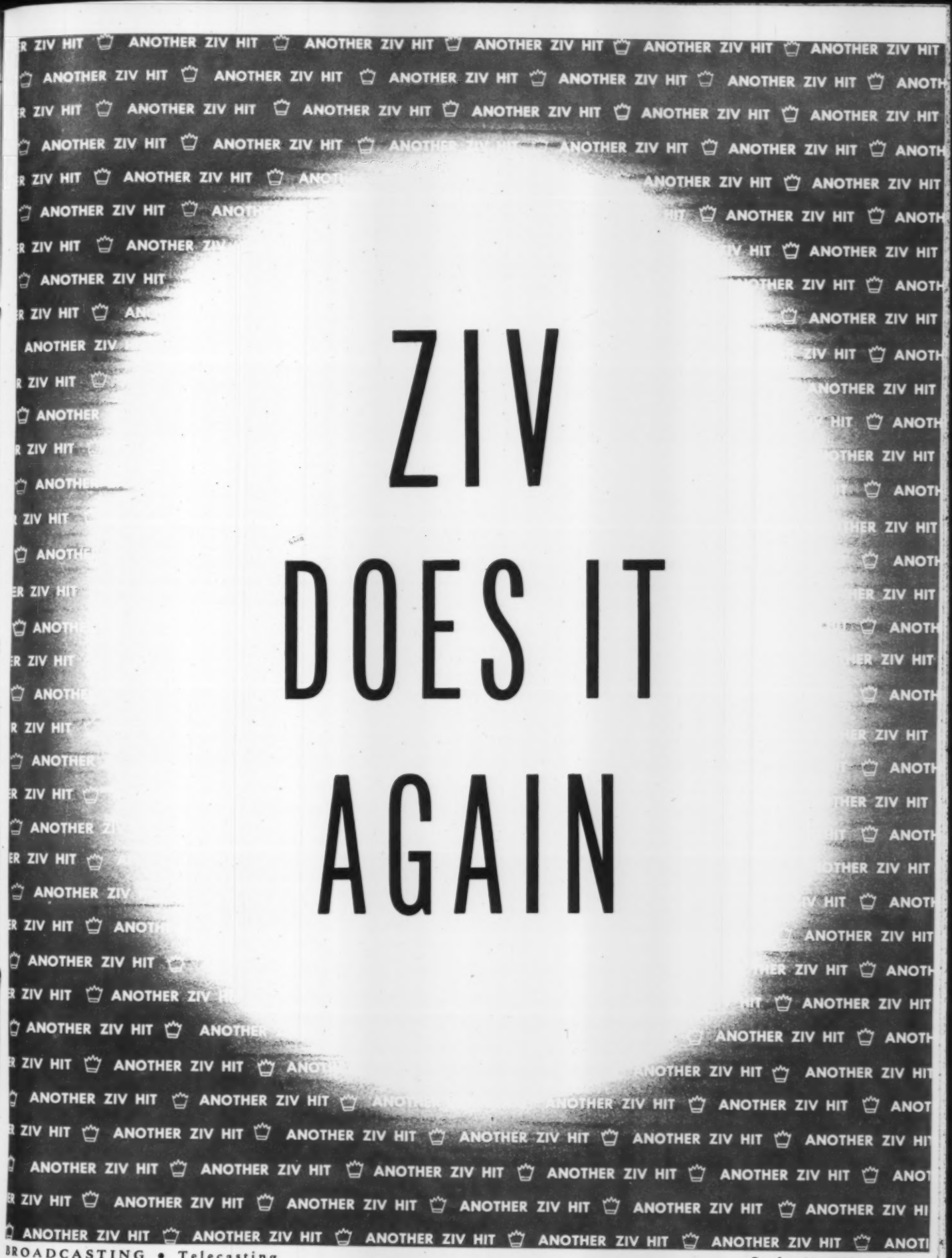
LAST LAUGH was saved for this post-broadcast gathering following resumption of NBC *Red Skelton Show*. Laughers are (l to r): Keith McLeod, program director; E. G. Jefferies, Los Angeles representative of Brown & Williamson Corp.; Edna Skelton Borzage, program producer; Red Skelton; Jack Simpson, radio director of Russel M. Seeds Co., Chicago. Poster is one of several used for stage during Skelton's broadcasts.

WITH Don Lee Broadcasting System, Hollywood, since 1935, Sydney Gaynor has risen from account executive to KHJ assistant commercial manager, commercial manager and finally his present position of general sales manager for the network. A graduate of the University of Washington, Seattle, he spent a year at movie scenarios, and then in 1929 became assistant publicity and advertising manager of Southern Counties Gas Co. Professionally he belongs to Los Angeles Sales Managers Assn., Los Angeles Advertising Club and is also a member of National Federation of Sales Executives.

Mr. Gaynor

Paper Promotes KLZ

FRONT-PAGE boxes advised readers of the *Denver Post* for eight successive days to tune in on KLZ Denver to hear *Post* comics read at 8:30 a.m. Sunday mornings. The broadcasts of *Post* comics on KLZ and the accompanying newspaper promotion were arranged on a cooperative basis by Hugh B. Terry, general manager of the station, and Palmer Hoyt, publisher of the *Post*. The newspaper stories emphasized the theme that the radio reading of comics would "Give dad a rest."


ANOTHER ZIV HIT
ZIV
DOES IT
AGAIN

ZIV'S TRANSCRIBED TRIUMPH

THE INCOMPARABLE MUSIC OF

Wayne King

THE WALTZ KING

HIS GOLDEN SAXOPHONE the public crowned him KING. Listeners love the soft, sweet refrains of Wayne King's theme "The Waltz You Saved For Me".

HIS ORCHESTRA The prestige of Wayne King and his world-renown orchestra brings added prestige to sponsors. His matchless showmanship . . . his great group of musicians . . . his famous seven-piece violin section . . . his brilliant styling of favorite numbers as well as his own original compositions . . . all add together to the grandest half hour of music on the air.

FOR LOCAL AND REGIONAL SPONSORSHIP

Frederic W. Ziv Company

PROUDLY PRESENTS THE

Wayne King Show"

With WAYNE KING AND HIS ORCHESTRA

NANCY EVANS LARRY DOUGLAS FRANKLYN MacCORMACK

A brilliant, new, half-hour show now transcribed and available for local and regional sponsors . . . starring the incomparable waltz king . . . his famous arrangements and original numbers . . . his golden saxophone . . . the voices of Nancy Evans and Larry Douglas . . . and narrated by Franklyn MacCormack. A tremendous audience is waiting to hear Wayne King on the air in this eleborately produced musical that you can sponsor with PRIDE. Fifty-two half-hours immediately available.

NANCY EVANS . . . LARRY DOUGLAS

Your radio audience will thrill when they hear these glorious voices featured in songs old and new . . . in solos and superbly blended in duets.

FRANKLYN MacCORMACK

His rich, deep, dramatic voice serves as a perfect introduction to the soothing music of the Waltz King.

FROM THE HOUSE OF HITS

Frederic W. ZIV Company

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK • CHICAGO • HOLLYWOOD

OTHER CURRENT ZIV SHOWS • *THE BARRY WOOD SHOW* • *BOSTON BLACKIE* *SINCERELY KENNY BAKER* • *PHILO VANCE* • *PLEASURE PARADE* *KORN KOBBLERS* • *CALLING ALL GIRLS* • *OLD CORRAL*

Color Movie Parallel Cited for Video

Better Box Offices With Higher Cost In Technicolor

By RALPH TUCHMAN

MUCH has been said about the imminence of color television as against black and white. Little has been said of the likely commercial acceptance of color as compared to black and white. The closest basis for comparison would seem to derive from the comparative box office values of black and white movies as contrasted to technicolor.

Admittedly, the comparative acceptance of color over black and white film may not be a final index of color's commercial position in television; yet it should represent an ample acceptance trend. For a clear-cut impression it is well to examine the record.

Carefully, but none the less affirmatively, Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp., emphasized the box office value of technicolor in firm's annual report for 1944:

"Technicolor pictures run in the theatres for more playing dates than the average of black and white feature productions, and in consequence the average box office revenue from technicolor productions is in excess of the corresponding average revenue from black and white feature pictures."

Comparative costs as against revenues would next be the primary consideration and here the studios are reluctant to speak. Considered estimates have it that a color production will usually cost 33% more than the same story in black and white but profits will be at least 40% greater; frequently color productions break all gross figures and certainly place predominantly among top grossing films each year.

It must be remembered that many "class A" movies are filmed in color while most "B" pictures are black and white. Also more money is spent on promotion of the Class A color films.

Since box office returns are actually definitive interest ratios, it is reasonable to assume this interest pattern will extend to television. One evidence of this is reflected in a survey conducted among Los Angeles housewives by the Dorothy S. Thackrey projected video station in that city [BROADCASTING, June 17].

One question of the survey asked whether they would "buy a television set now which would give you pictures equal to the movie of today" or "wait from two to five years for colored pictures similar to present day technicolor movies." More than 62% of the respondents said they would wait, as compared to slightly more than 37% who were willing to buy now.

Further support for color is seen in the following illustration: a picture with a $1,000,000 budget classed between an A production and a good B picture will be filmed in technicolor, at an added cost of $300,000. As a black and white film the picture would be expected to gross $2,000,000. In color, the studio immediately figures on increasing its gross by 40% to $2,800,000. In actuality, final gross will top $3,000,000 at times.

"Gone With the Wind" in color was top box-office picture of the industry's history. *Showmen's Trade Review* in their national poll of exhibitors for 1944-45, showed seven of first 10 pictures in technicolor. *Gallup-Photoplay* Magazine national poll showed six of first 10 to be color. *Country Gentleman's* poll of rural theatre-goers covering 1945 showed eight out of top ten to be color.

In view of this overwhelming evidence it is logical to wonder what the studios are doing. Simply stated, they're scheduling as much color as possible. In fact outdoor plots and musicals are considered virtual "musts" in color if return is going to be there at the end of the run.

Even the film studios have their operating problems with color. Color processing is slower than black and white, which brings films to nation's screens more slowly. Color pictures tie up stars for longer periods with fewer pictures being possible for them. All this steps up costs but they stick to color because it pays.

When MGM's technicolor "Harvey Girls" opened in New York, its initial week at the Capitol Theatre there broke all records for the 26 years of its operation. Similarly "Leave Her To Heaven," in color, broke all records for New York's Roxy Theatre in its first five weeks.

With color a decided aid at the box-office, most studios are planning expanded color operations. Latter is contingent upon equipment availability, speedier processing of film and construction of sets for color photography. When operations are no longer a problem, color films will be the order of every major lot, insiders insist.

There are some sentiments favoring black and white in certain films, but it is augured this attitude will change when mechanics improve. At present some believe that mystery films of various types do as well in black and white but "productions" should be in color when possible.

MARLIN TURNS OTHER CHEEK

Razor Firm Hires Hollenbeck Who Called Its Jingle an "Atrocity"

MARLIN FIREARMS Co., whose razor blade jingle on WJZ New York so disgusted newscaster Don Hollenbeck that he called it an "atrocity" while on the air and hence was fired by the station, has turned the other cheek (a smoothly shaved one). Marlin purchased the 8:55-9 a. m. Saturday period on WJZ for a newscast and hired the by-now abashed Mr. Hollenbeck as commentator. A month out of a job since his dismissal, Mr. Hollenbeck, whose program used to be sustaining, seemed happy to be back on the air with a sponsor. Understandably reluctant to comment on his association, he said, "I think I've talked enough already."

The razor blade commercials on his new show were read by a calm-voiced announcer who seemed less likely to irritate Mr. Hollenback than the jingle.

The new program was a comfortable two hours later than the 7 a.m. Marlin jingle, which immediately preceded Mr. Hollenback's former newscast. Last week the jingle was still being aired:

She—He can hold his cheek close to mine.

He—And I do.

She—Hold me tight; steal a kiss any time.

He—Wouldn't you?

She—In fact, I'm his most willing slave, the man with the Marlin shave.

Both—He makes all the ladies rave, woo, woo; the man with the Marlin shave.

Two hours seemed little enough time for Mr. Hollenbeck to cool off before going on the air, if he were imprudent enough to listen to the 7 a.m. jingle.

CBC Terminates Toronto Star's Free Newscasts

AS A RESULT of recommendations of the Parliamentary Radio Committee, the Canadian Broadcasting Corp. has cancelled as of Oct. 12 the free daily newscasts of the *Toronto Daily Star* on CBL Toronto, and has amended its regulations on free time for political parties between elections.

At the Parliamentary Radio Committee hearings, it was pointed out that at regular CBL rates, the *Toronto Star* was getting $42,000 of free time a year. Arrangements for the free newscasts were made long before the CBC came into being, when the newspaper gave up license for its station, CFCA, upon opening of a government-owned station at Toronto. The amendment to political broadcasts between elections, limits these network broadcasts to national parties represented in Parliament.

FAIRCHILD RECORDER

Instrument Designed to Meet Studio Needs

New Studio Recorder

RELEASE of latest studio recorder, No. 523, has been announced by Fairchild Camera and Instrument Corp., Jamaica, N. Y. The recorder is designed especially to meet the needs of the exacting requirements of commercial recording studios and the radio industry instantaneous wax recordings, the firm said in its announcement.

The table accommodates 18-inch flowed wax masters, acetate, or thicker wax masters. The positive 33.3 rpm Fairchild drive is said to guarantee absolute timing with its synchronous motor—which also makes the A. C. line the only interlocking device needed for recording sound. Uniform cutting is assured at any pitch from 80 to 160 lines—either in-out or out-in.

N. Y. School Station Expands Programs 30%

SHOWING a 30% increase in number of programs over the preceding school year, the current schedule of WNYE New York, the Board of Education FM station, is offering several new programs and is continuing many old ones, it was announced by James F. Macandrew, coordinator of broadcasting for the N. Y. C. Board of Education.

Produced in cooperation with the Forest Service of the U. S. Dept. of Agriculture, a new program series, *Bill Scott, Forest Ranger*, will be presented along with another new series which will deal with safety in the home and on the streets.

International relations will be featured through *News of the New World* and *Letter from Paris*, a French language program, which will stress intercultural material even more than grammar or vocabulary.

The station has recently been granted a construction permit by the FCC for reconversion. The new assigned frequency will be channel 219, 91.7 mc, and the power increase authorized will bring the station to 20 kw effective radiated power.

UNCLE SAM'S WEIGHT IS SHIFTIN' SOUTH

FOR COVERAGE OF THE NO. 1 MARKET IN THE SOUTH'S NO. 1 STATE •••

WSJS

NBC STATION FOR WINSTON-SALEM, GREENSBORO, AND HIGH POINT

Represented by Headley-Reed Co.

WMIT

WINSTON - SALEM

- **PIONEER FM STATION OF THE SOUTHEAST**
- *From Mt. Mitchell on the Crest of the Blue Ridge Mountains*

Banks Recognize Sound Value of Radio

Find Broadcasting Medium Pays Dividends

By B. J. HAUSER
Mutual Broadcasting System

RADIO stations have found that it pays to put special selling effort on selling their local banks—because first, banks have become A-1 prospects; and second, it adds to any station's prestige to have a reputable bank among its clients.

Mr. Hauser

And banks have found that it pays to use radio time—because first, it results in building name and generating goodwill; and second, it brings home the bacon in new customers and more use of banking facilities by current customers.

Profit From Radio

A bank once sold will, more than likely, stay sold. It's a prestige account doing a year-around business and unfazed for the most part by the vagaries of wind, weather and season. It has a good sound story to tell—about itself as a community institution, its background, and its services.

With the passing of the years, an increasing number of banks are finding that radio offers them a flexible, direct outlet for this story. More and more, they are discovering that radio advertising on the right program with the right kind of commercial copy and the right kind of integration with their other advertising can be a profitable venture.

Reflecting the new, intensified interest in broadcast advertising by banks was the article in the July 8 BROADCASTING by John B. Mack Jr., advertising manager of the American Bankers Assn. Mr. Mack reported a recent survey by his organization among 2,200 banks. Of these, 547 said they were interested in radio advertising, 1,513 said they were not, and 71 said they did not know.

True, the 1,513 "No's" represent a majority, but the 547 "Yes's" reflect a healthy interest in use of radio by banks. And who's to say that the 1,513 are "uninterested", that they cannot be convinced? Especially with the mass of case histories now available and the proved effectiveness of the medium? And this goes double for the 71 "don't know's."

Typical of these available bank-radio case histories are the following comments by some of the banks sponsoring Fulton Lewis in various communities (Fulton Lewis is a Mutual Broadcasting System cooperative program, Monday through Friday, 7-7:15 P. M. EST).

J. H. McCoy, president of the City National Bank & Trust Co. of Columbus, O. (which sponsors Lewis on WHKC)—"We considered for a long time the advisability of a bank using the radio, but our experience has proven, to our satisfaction that it is probably the best medium through which to reach the public."

D. L. Kirkbride, auditor of the Washington Trust Co. of Spokane, Wash. (which uses KFIO) — "We first undertook the sponsorship of Mr. Lewis on June 1, 1944 to promote our new Checkmaster checking account service. Since special checking accounts were new in this community we thought this would give us a fair test of our advertising dollar. We found that radio produced the most accounts per dollar cost in advertising of any of the various mediums. Since our Checkmaster service is now successfully established we are using the Lewis broadcasts to promote all of the various services offered by the bank."

Willis J. Almekinder, president of the First Federal Savings & Loan Assn. of Rochester, N. Y. (which uses Fulton Lewis on WSAY)—"For the past four years, the First Federal Savings Assn. of Rochester has sponsored the Fulton Lewis program in this area. During that period, we have had repeated evidence of the wide appeal of Mr. Lewis' broadcasts. Whenever a new First Federal service has been announced on the air, we have found an immediate surge of interest.

"Currently we are promoting our G.I. home loan business, and we attribute much of its success to the fact that our commercials on the Fulton Lewis program consistently reach a large, interested audience. We have repeatedly tested the program by means of special free offers—home canning guides, free leaflets, etc.—and in each case have noted an enthusiastic response. During the war, we sponsored a Fulton Lewis War Bond Rally at the Eastman Theatre. The rally, which was promoted via the Fulton Lewis program, was a complete sellout, attracting more than 3,000 people to hear Mr. Lewis speak."

OLD continuous local sponsor of Fulton Lewis Jr., the American National Bank of Denver, through its president, Frank Kirchhof (r), greets the Mutual commentator.

Frank Kirchhof, president of the American National Bank of Denver (which sponsors Lewis on KFEL)—"We find it an excellent means of bringing the institution and its various departments in an entertaining and impressive manner to the communities in this section and our expectation is to continue to enjoy the results of this very desirable and much sought for connection."

Types of Announcements

No doubt the reader will be interested in the types of commercial announcements used by banks on the Fulton Lewis series. Here are some examples:

"The First Federal Savings & Loan Assn. at 13 Broadway in Fargo, present Fulton Lewis Jr. You know there is no surer way to financial independence than systematically saving part of your income at First Federal, where it will receive worthwhile dividends. The safety of your investment at First Federal is fully insured up to $5,000.00 by the Federal Savings & Loan Insurance Corp., an instrumentality of the United States Government. Dividends are 2% and are compounded semi-annually. . . . Start now and save for that new home you want later at the First Federal Savings & Loan Assn., 13 Broadway in Fargo . . . The oldest building and loan association in North Dakota."

"You never know what's 'just around the corner', so play safe—protect your home, business, car, valuables, with adequate insurance. For full information on all types of insurance, except life, consult the Washington Trust Bank where you can 'insure with confidence'."

"When veterans come to First Federal's Veterans Loan Department, they find that First Federal is really interested in helping them finance their home easily and economically. You see, when the original G.I. Bill of Rights was passed, First Federal realized that Rochester veterans would appreciate having a convenient place in *their own* community where they could get *full information* on G.I. home loans. And that's why First Federal *immediately* set up the *Veterans Loan Department*—a *special* department devoted to giving veterans the kind of service they wanted. Well, veterans do appreciate this special service, and many of them have taken advantage of it to finance their homes. In the Veterans Loan Department they get advice on home financing from *experts* . . . from men who've made a *special study* of veterans loans. In addition, they make a substantial saving on legal costs . . . about $100 on a $5,000 mortgage. If *you're* a veteran . . . if you're planning to buy a home, you'll want to take advantage of the special services offered you in the Veterans Loan Department. Stop in at First Federal this week. (Optional) (You'll find it *pays* to see First Federal first.)"

VALUE of radio to financial institutions is reiterated by Mr. Hauser, co-operative program director of Mutual Broadcasting System. In telling how banks effectively use broadcasting, he also cites the vast number of such institutions that are already successfully using the medium as a permanent part of their promotion.

Savings Reserve

"You have been listening to Fulton Lewis Jr., brought to you by First Federal Savings. . . . Since the end of the war, news analysts have had increased difficulty in predicting the future trend of events. However, everyone agrees that plans laid today for tomorrow's future are the wisest plans. The years ahead will be more secure and you can face future financial emergencies with less difficulty if you have a savings reserve . . . an account at First Federal Savings.

"The account of each individual is insured up to $5,000 in this Federally chartered and supervised institution. As little as one dollar opens an account which may be increased as you wish, any amount at any time. It's surprising how fast a savings account increases when you add to it regularly together with dividends which are compounded semi-annually.

"And, as time goes by you have a substantial reserve for emergencies, opportunities or for use in the years ahead. Your savings account is cordially invited by First Federal Savings which has paid to savers more than one and a half-million dollars in dividends. First Federal Savings, the savings corner. . . . Main at First South in Salt Lake City."

"Eleventh hour or not, there is still time to give a Christmas gift that will win you a long round of applause, plus encore after encore. It is, of course, a Checkmaster Checking account with the Washington Trust Bank . . . a thoughtful gift for wife, mother, or older son or daughter. Checkmaster straightens out personal budgets or household accounts. Checkmaster is convenient and economical, costs only five cents per item used with no minimum balance ever required. With a Checkmaster account, you get a Check-Wallet and a book of 100 checks—all imprinted with the lucky person's name—all for less than one cent each. Checkmaster is an exclusive service in Spokane of the Washington Trust Bank."

"The character of an institution

(*Continued on page 100*)

IN BALTIMORE... WCAO PROMOTES Your SHOW

More than 500,000 streetcar and bus riders in Baltimore and Annapolis get a daily impact from eye-catching WCAO car cards. WCAO advertisers get a "free ride."

WCAO

The Voice of Baltimore

600 KC -- 5000 WATTS

Represented Nationally By

PAUL H. RAYMER COMPANY

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DETROIT - BOSTON - ATLANTA

Local Programs Basic FM Principle

Stations in Small City And Local Papers Are Compared

By PAUL REED

Manager, WFAH Alliance, O.

OPPOSITION to the contrary, Frequency Modulation presents a new frontier in the domain of radio broadcasting. There are today those in the field of standard broadcasting who are lifting their voices in "friendly warning" against the present-day FM pioneer, but the FM pioneer sees the advantages of his chosen art.

Programming becomes the prime factor in the success of any radio station, whether it be AM or FM. There is a clearly defined parallel between editing a small-city newspaper and programming a small-city radio station. This is especially true if the small-city radio station manager is to attempt to carry out the suggestion in the FCC Blue Book and develop local talent.

WFAH is still under construction, but we have completed a week's programming, on a 16-hour daily basis, utilizing a 24-hour UP wire, a transcription library, a local news staff, etc. and it looks reasonably logical on paper.

Relay Networks Seen

Programming of an FM station is a wide river to cross. FCC warns against over-commercialism of broadcast time; points to the ills of network affiliation, and demands the development of local talent. Standard broadcasting watches curiously from the ramparts of 25 years of development in the art of programming.

FM today, and perhaps for months to come, can offer little to the networks. Its listening audience is visionary and uncertain, due to the scarcity of listening sets. But the day is just ahead when FM stations can, and will, develop relay networks.

The FM station, whether it be Class A or B, might well take a leaf from the notebook of the successful community newspaper. For many years newspapers have flourished in communities of from 10,000 upward. Most of these small-city newspapers are hemmed in by metropolitan newspapers that ship in their daily editions by truck, by bus and by rail.

How have these small-city newspapers survived against this big-city competition? The answer is obvious and simple. Their editors have localized their newspapers. They have laid emphasis on local stories, local features, local art. They have personalized their news. They have supplemented the localized treatment of their news with the leased wire news of the Associated Press, the United Press and the International News Service. They have spiced their local art with some of the syndicated art.

By close association with their readers, they have learned the tastes of their reader audience. And they have struck a happy balance between local and wire news, local and syndicated art. Thus, their circulation figures have remained normal against the constant inroads of the metropolitan newspapers. They offer their advertisers an established reader audience of local folk. And that is the audience that local advertisers want to reach. Therefore, they consistently advertise in the community newspapers.

Service Musts

In programming an FM station, an intelligent station manager will subscribe to a leased wire service to bring in the news of the state, nation and world. He will obtain a good transcription library. But he must provide himself with a capable staff of announcers, continuity writers, local news writers, and production men and women who can develop local talent.

The high fidelity of FM lends itself admirably to good music. Your transcription library offers that—but don't turn your station into a glorified juke box. You should have someone on your staff who knows the musical tastes of your community. Give your listeners a wide variety of music—a balanced program of good music—don't go to seed on hillbilly and western music, and don't go hog-wild on symphonies.

If you are in a college town, develop the talent in your college conservatory. Draw upon the musicalents within your high school bands. Be cautious in your selection of home talent. For example, don't yield to the whims of some doting mother and put her four-year-old tap dancer on the air.

Use your remote equipment to pick up grange programs, commencements, civic banquets, outstanding sports events, county fairs, and local celebrations. Give away a reasonable amount of Sunday time to church programs, treating all denominations alike. Send a staff man or woman out ahead of all these events and help write the script and stage the event.

Sprinkle in some story hours for the kiddies, with appropriate background music from your transcription library. Book reviews by members of your library staff, also with appropriate background music, make good listening. Some transcription libraries will offer good serials, but use them sparingly. Write your continuities and your commercials carefully and avoid tiresome repetition.

Favors Panels

Civic panels on current controversial community subjects make good listening, if staged and written intelligently. Take your mike to a council meeting frequently, especially when vital municipal legislation is pending. Take your mike out to the playgrounds and the community swimming pool, especially on Park Day or Aquatics Day. Your big games in all seasonal sports are always good listening.

Programming is a profound subject in itself and cannot be adequately treated in an article of this type. It offers a distinct hazard to the FM pioneer, but it is not difficult of solution if intelligently handled. Some budding FM managers approach it on its blind side, however, in deploring their inability to offer local programs that will measure up to the big-time programs of the networks.

An FM station in a small city cannot hope to match the Bob Hopes, the Fibber McGees and the Bing Crosbys of the networks. But it can offer local programs of sufficient appeal to hold its listening audience over the long haul despite the networks; just as the small-city newspapers can edit their news in such a manner as to hold their reader circulation, despite the threatened inroads of the metropolitan newspapers.

AFTER 31 years in the small-city newspaper field, the last 20 of which he spent as news editor of the Alliance (O.) Review, Paul Reed becomes an FM exponent. He heads the radio division of the Review Publishing Co., Alliance, which will operate WFAH, an FM outlet. Mr. Reed was in the first World War, reentered the service in World War II as second lieutenant, Officers Reserve, and was retired after four years as a major in Ordnance. Eight months ago, when he returned to Alliance to resume as news editor of the Review he was "fired," but immediately named manager of the newspaper's radio division, to investigate the possibilities of FM. Several trips to Washington and to cities where prewar FM was operating convinced Mr. Reed of its potentialities, so application was filed. CPA turned down new construction. The family home of A. J. Hoiles, Review Publishing Co. vice president, with two-story brick garage, was acquired. Apartments were built on the second floor of garage to house veteran staffers of WFAH. CPA approved and construction is under way. Here Mr. Reed takes issues with critics of FM and gives his own views of programming a small-town station which, he says, parallels publishing a small-town newspaper.

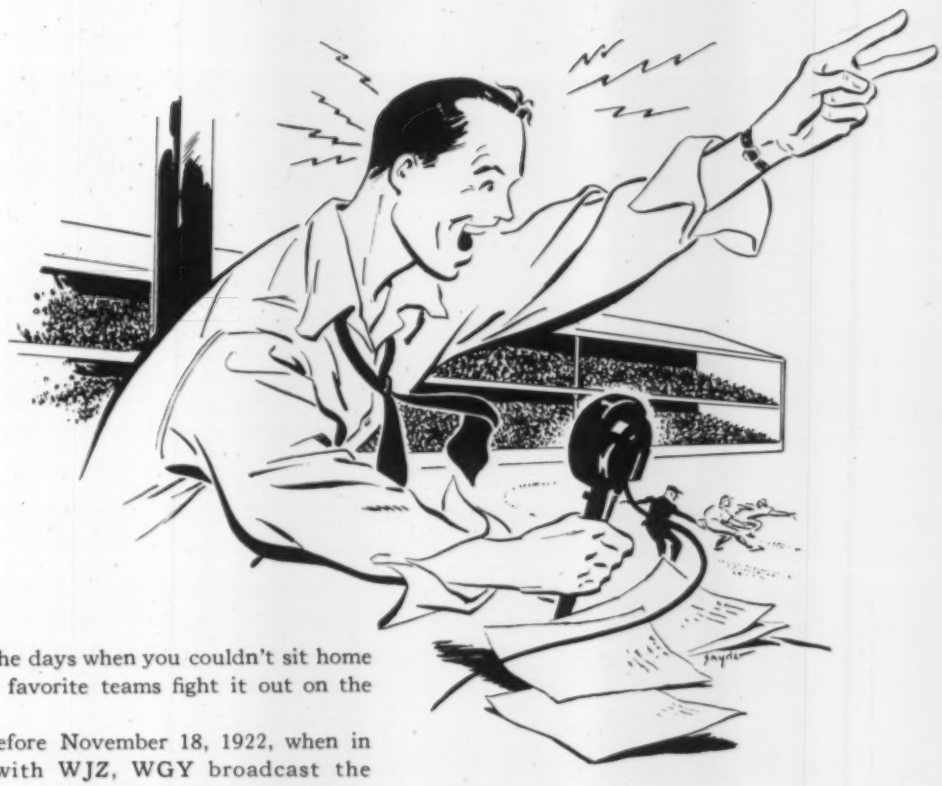
SELDOM PHOTOGRAPHED, men—and ladies—who dispense the pay checks for CBS-owned stations were caught during Sept. 23-27 huddle at network's New York headquarters. Accounting problems were taken up with CBS executives. Seated (l to r): William J. Flynn, assistant comptroller; Araby Gilmore, assistant to Howard S. Meighan, vice president and director of station administration; Samuel R. Dean, assistant treasurer; Charles D. Ryder, KNX Hollywood accountant; Edward L. Saxe, assistant to treasurer; James V. McLaughlin, assistant to manager, WBBM Chicago; Mrs. Helen Pine, WEEI Boston accountant; L. Larry Lazarus, WBBM Chicago accountant. Standing: Robert F. De Voe, KMOX St. Louis accountant; James V. Melick, assistant chief accountant; James R. Lucas, WCCO Minneapolis accountant; Harry R. Crow, WTOP Washington accountant.

Viewtone Produces 250 Video Sets Per Week

VIEWTONE television receivers installed in homes reached the 1,500 mark on Sept. 30, it was announced by Irving Kane, president, Viewtone Television & Radio Corp., Brooklyn. About 250 sets per week are now being produced, Mr. Kane reported, and his average will be still further increased by the use of new and larger production lines just installed. Firm also has acquired larger quarters.

With added personnel, Mr. Kane said production would reach 300 per week in the near future. Three television models are being produced, all direct-view, employing no mirrors. Some of the models include radio and phonograph with automatic record changer.

WGY THE *FIRST* STATION IN THE GREAT NORTHEAST



Remember the days when you couldn't sit home and *hear* your favorite teams fight it out on the football field?

That was before November 18, 1922, when in conjunction with WJZ, WGY broadcast the Princeton-Yale game from Princeton.

It was before November 25, 1922, when WGY originated the Harvard-Yale game from New Haven, via telephone lines. (Two different routes of lines were installed to be sure that the weather didn't interfere!) With Bill McGeehan, young sports editor of the NEW YORK SUN, WGY brought its listeners a play-by-play description of the game and as much of the general atmosphere of excitement as a small microphone around the neck of the announcer could transmit.

These were firsts in WGY's effort to bring listeners of the Great Northeast programs of major interest. Twenty-four years later listeners still tune to WGY for the best in programming—sponsors, today, look to WGY as one of the top stations in the Great Northeast.

GENERAL ELECTRIC

FIRST IN COVERAGE
FIRST IN PRESTIGE
FIRST IN AUDIENCE-APPEAL

WGY 50,000 watts—24 years of service
NBC AFFILIATE
SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

From "Don's Early Ligh

Each day KRNT p
personalities who

res
se

THE NEW DON BELL SHOW

The Don Bell Show, every week-day morning, 6:00-8:00 A.M., is the kind of personality show that makes ratings and sales. Introduced six weeks ago with the famous KRNT promotional treatment, Don Bell already has the early-morning audience in Des Moines. Newspapers carried news stories and paid advertising. Both inside and outside of all street cars carried the Don Bell promotion. Theatre advertising has been added. All other station personalities pitched in to give Don Bell a great start.

This nationally-known personality is selling merchandise right now in a big way. He can sell merchandise for you, too. Dealers know him and listeners love him. A few minutes are still available. Ask your Katz man.

Jon Hackett, top-flight sportscaster is recognized as a sports authority. Hackett, dynamic leader in a sports - minded market, is another example of sales - conscious KRNT personality programming. ➡

KRNT HAS THE PERSONALITI

ght" Till Close of Day

resents a host of merchandisable *sell* merchandise.

Personalities like these enabled KRNT to win three national awards in one year. Personalities like these help give KRNT the greatest share of audience of any ABC station in any Hooper city in America. And personalities like these spearheaded the two biggest radio promotions the State of Iowa has ever seen. Fair officials agree more people came to see these and other personalities televised at the State Fair KRNT Television Studios than ever before saw any exhibit at any state fair any place in the country! These are the personalities who sold the new KRNT RADIO THEATER to Iowans to the extent that Iowans paid nearly 50% more money to see the week's opening of "OKLAHOMA!" than was ever paid in one week to see any show in any legitimate theater any place in the United States.

No wonder advertisers say KRNT is a selling station. It's geared to do the job. It can sell for you, too!

Gene Emerald, m.c. of "The Gene Emerald Show," weekday 75-minute afternoon show of hummable music and friendly, down-to-earth radio visiting. After two years, an institution on KRNT. Superb salesman. Master of the intimate tone that creates friendly attention to your sales message. ➡

Stanley Dixon. Formerly heard on the Mutual Network. His two daily newscasts, plus one for the Cowles Mid-States Group, are factual, friendly and forcefully authoritative. Dixon's Hoopers are famous in the radio industry. Much in demand as speaker before well-informed midwest club audiences. ➡

Betty Wells, conductor of Women's Club of the Air and magnificent reader of best sellers. Her daily, highly-Hooperrated programs attest the air effectiveness of an artist of singular ability. Listeners subscribe to Betty Wells' programs with a zeal highly tangible in sales. ➡

Your Neighbor Lady, broadcasting to Iowa housewives for 15 minutes each weekday, is one of the nation's top radio saleswomen. Friendly, much-loved, she's proved to KRNT advertisers that profitable sales are found in people's minds and hearts. ➡

Gordon Gammack, 6 P. M. Newscaster on KRNT week days. Veteran War Correspondent and widely-read Iowa newspaper columnist (more than 450,000 Sunday circulation). First hand know-how of world events. ➡

Russ VanDyke. Two newscasts each night. Remarkable ability for concise, forceful reporting of the news. A bulwark for KRNT's continued acceleration of nighttime Hoopers. Vigorous, merchandisable personality with wide news experience. ➡

Charles McCuen. Two morning newscasts daily. Strong news complement to the morning mood created by Don Bell. Smart news editing, deftly styled for alerting listeners to the significance of a new day. ➡

TIS IN DES MOINES

THE COWLES STATION IN DES MOINES

Affiliated with the American Broadcasting Co. KRNT is available with WNAX and WMT as the Mid-States Group. Ask the Katz Agency for Rates.

DETROIT'S LEADING INDEPENDENT STATION

WJBK

IT PAYS TO ADVERTISE ON WJBK!

These accounts think so!

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

★

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in this area.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2

Brown

(Continued from page 72)

of it in his work. And this is one place where the considerable experience of radio stations can be of great service to us—by providing us with suggestions and guidance for such promotion in the store and out.

Key to radio selling as we are now operating is repetition. I don't have to dwell much on this point for I'm sure all radio men recognize it at once.

However, many stores are overlooking this point in their radio advertising. Most retail specialty stores do not. I'm referring to department stores.

For example, one of the smaller Allied stores had a 15-minute across the board morning musical. The store used 11 spot announcements featuring as many different items in each 15-minute program.

The station by permitting this wasn't doing the store a service and this type of broadcasting certainly doesn't fit into the "repetition" pattern.

We are endeavoring to get across to our stores that radio is a "one product at a time," "one message," "one idea at a time" medium and that the rifle bullet brings down bigger game than the shotgun.

Nothing Spectacular

Answers to the questions regarding types of programs and time are particularly important and should result only from careful cooperative study by the client and station both.

All kinds of merchandise cannot be sold with equal effectiveness on any kind of radio show. Fitting the proper vehicle at the proper time forms the bulk of what our radio bureau is trying to do.

It is for this reason that we have not to date attempted any "spectacular" radio stunts with the possible exception of our Teen Age formula programming.

We want to build solid programming that will provide good and measurable results over the long pull. Accumulation of as much background material as possible is accomplished before we even begin to think about types of programs or schedules.

There is a considerable space devoted to the "beamed" program technique in the Joske retail radio study just released. This is the sort of thing we have worked in the Allied stores.

The structure of radio has been erected in the past, so far as the so-called bigger and better stations are concerned (mostly network affiliates), on a foundation of national advertising.

It then follows that much of the premium time goes to national advertisers. This doesn't mean the local advertiser is excluded from Class A time; he gets quite a bit available.

But should the local market develop in any considerable degree, as some people think it might under the influx of FM, radio would not be able to supply much additional good time availabilities.

Allied has met this situation, which has been rather "tight" during the war and is yet, by stipulating only first choice time for what we want to do on the air. When we take second choice, it is with the understanding we move at the first opportunity.

Program Wisely

Only as a general suggestion would I offer the comment that to sell a department store "marginal" time, or what the trade calls "Class C" time, should not be a rule.

With clients such as we, who admit we have a lot to learn about radio, perhaps showing us your best wares would help.

Department store radio budgets are small. We think quite often in terms of how much we can get for the money—and our thinking frequently breaks out in a rash of spot announcements — "the more you use the cheaper they are."

Radio, improperly used, is not a cheap medium, nor is any medium for that matter. Programming of inferior calibre, or positions with small audience potential, shoot up the expense to unprofitable levels in a hurry.

One premise that has caught my attention in the reports furnished me by our radio man, is that if one of our stores sells a customer an inferior or damaged piece of merchandise, the store gets the blame, not the entire department store industry.

However, a department store which tries radio and can't see any results, doesn't ordinarily blame Station WXXX — the expression sounds something like this: "We tried radio and it didn't work." This feeling about radio is carried by many department store people wherever they go. All radio stations look alike to them and one failure ruins the whole barrel in most cases.

Specialist Helps

Radio can render a service to us also in making clear many technical aspects of the business. Our radio specialist has spent many hours in person and via mail with our people informing them about "network option time," "high fidelity," "UHF," "carrier wave," and so on.

There are many of us, and probably of other clients, too, who don't know there is quite a difference in signal efficiency between 570 and 1520 on the dial.

I imagine a lot of department store people would like to know details about television, FM, facsimile and other electronic developments. We could look to our friends in the radio stations to give us the information from time to time as a friendly gesture.

We have learned a lot of things about radio and television because we obtained the services of a specialist to work with us. Radio advertising is a member of the Allied sales promotion team. It has been given objectives and will be subjected to the necessity of producing results just as other media are.

Our checking system is based on sales results and we measure as best we can the trends and their relationships to current and past positions.

The points raised in this article are of a general nature in several instances and are subject to exceptions in others. We feel they are important and we have tried to work them out to the benefit of both ourselves and the radio men with whom we are doing business.

You are gathered in Chicago at what may be a crucial period of broadcasting history. The addition of hundreds of new stations brings the importance of the local advertiser into sharp new focus.

It is our hope that the radio industry will take steps individually and collectively to provide ways and means to help us answer the questions heading this article.

This may involve trained personnel at least with possible revision of many rate structures to meet the new day that is here.

I cannot speak for any department store people but our own, but I'm sure I'm justified in saying that Allied stores are trying hard to meet you half way at least and no one will be more pleased than we once we have the answers we are seeking.

WHO FIELD DAY

Revived After Five Years, Attracts 50,000

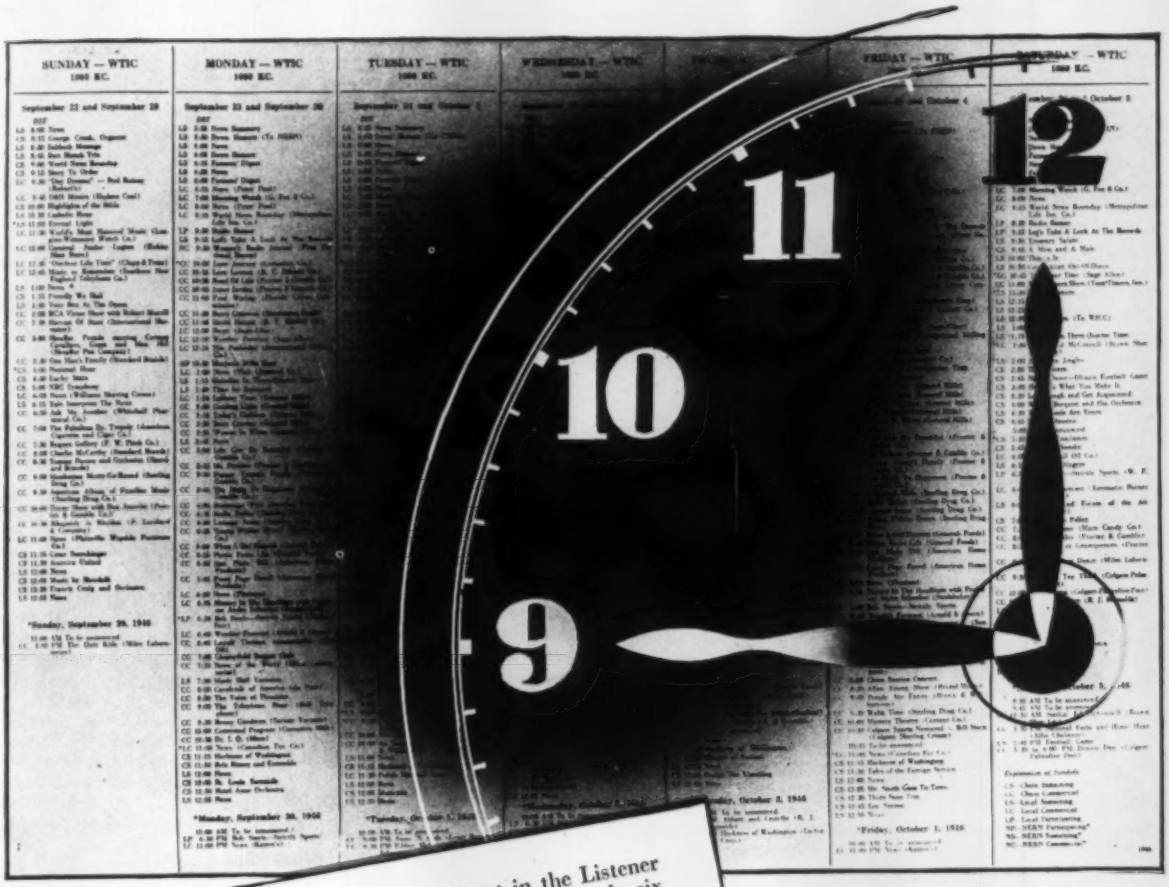
WHO Des Moines, after a five-year war hiatus, resumed sponsoring its annual Corn Belt Plowing Match and Soil Conservation Field Day before a crowd of about 50,000 in Marion County, Iowa.

Forty plowmen from six states, all winners in regional or state contests, vied for honors and $1,000 in cash awarded by WHO. Special event of the one-day program was the rapid-fire "face lifting" of a 160-acre farm, normally a 10-year task. Two hundred farmers and conservation workers with 87 pieces of heavy equipment filled ravines, ditched, tiled, graded, transplanted miles of fence and built a pond.

WHO broadcast one 15-minute and two half-hour programs from 500-acre site of the event. It also originated part of the NBC *National Farm & Home Hour*, on which Dr. Hugh H. Bennett, chief of the U. S. Soil Conservation Service, called the exhibition the "most important thing that has taken place on American farm lands in 350 years—since the first agricultural operations over on the Atlantic Coast."

WOW Omaha and KMA Shenandoah, Iowa, also made pick-ups. Herb Plambeck, WHO farm service director, and his assistant, Bill Diamond, were in charge of the event.

WTIC has top rating in 88% of all quarter-hours



Of the nine stations found to be significant in the Listener Diary Study conducted by Audience Surveys, Inc., only six scored a leading rating during one or more quarter-hour periods. Scoring the "wins" achieved by each station from a weekly 500 quarter-hours of broadcasting, WTIC placed first 439 times!

	Wins	% of Total
STATION WTIC	439½*	87.9
STATION C	26	5.2
STATION G	21	4.2
STATION D	7	1.4
STATION B	4½*	.9
STATION E	2	.4
	500	100.0

*½ indicates share of tie

The figures above include *both* daytime and evening programs. In the evening alone, WTIC's score is even higher . . . 150½ wins out of a possible 168! Figures like these serve to emphasize a well-known fact . . . WTIC dominates prosperous SOUTHERN NEW ENGLAND.

You'll be interested in the complete survey upon which this data is based. A call to your local Weed and Company representative will bring you the whole interesting picture.

DIRECT ROUTE TO SALES IN

Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY
New York, Boston, Chicago, Detroit,
Atlanta, San Francisco and Hollywood

McDermott Writes on Canada

(*Continued from page 74*)

people or 7.1% of the national total, runs Ontario a close second with a total (1943) of $1,047,169,000 invested in farm lands and buildings, implements, machinery and livestock. Next in order come Quebec, Alberta and Manitoba in the near-billion dollar class.

This year (1946) Canada is looking forward to a bumper wheat crop of possibly 400,000,000 bushels, a substantial boost over the 13-year average of 380,000,000 bushels. It is anticipated that after providing for domestic needs and carry-over and the 1947 commitment to Great Britain under the new four-year, Anglo-Canadian wheat agreement, Canada will have from 115,000,000 to 165,000,000 bushels of its famous hard wheat available for export to a hungry world.

Crops Are Good

Nature dealt bounteously with crops of all kinds in 1946. For instance, a 19% increase is expected in Canada's tobacco crop estimated at 109,918,000 pounds, over 1945. This is still more than two million pounds above the previous record crop in 1939. Most of this is grown in south and south-western Ontario which stretches below the 49th parallel, or is even further south than Northern California. The fruit crop, unlike the situation in 1944 and 1945 when tree fruits particularly suffered, also promises to be a bumper one approaching $50 million.

Despite a spring strike which upset part of the industry, the lumbering and woods operations also present a rosy picture for 1946-47. Except in the Maritime provinces, 90% of the forest land is Crown property, lumbermen being guaranteed cutting rights only. In 1943 the value of products of woods operations totalled $268,615,283. British Columbia leads all Canada in woods operations, being nearly double Quebec's total production, with Ontario, New Brunswick and Nova Scotia following in that order.

Canada's fur trade has been an important item of her economy since the early days of its exploration. Today, while the trapping of wild animals still is a lucrative side of the business, the development of fur farms has taken precedence. Some 6,324,240 pelts brought $33,-147,392 in 1944 sales. Headed by Alberta, the prairie provinces easily led in this important industry.

Fishing Important

Perhaps the largest fishing grounds in the world are those which provide prior rights for the Canadian fisherman. With more than 80,000 persons employed in its various phases, this industry has grown steadily in value yearly. In 1945 the previous highest production figure of $89,000,000 was broken handsomely. The figure was the more startling in view of the fact that the 1938 figure was only $40,-500,000. Again British Columbia, then Nova Scotia and New Brunswick lead.

The country's predominant position in the mining industry has long been recognized and with the readjustment from war to peace the industry looked for greatly renewed activity. Before this could fully materialize, however, the market situation in North America upset things somewhat. However, enormous developments are taking place. Canada is a major source of uranium and played a leading part with the U.S.A. and Great Britain in development of the atomic bomb.

Production of metallic metals during 1944 totalled $308,292,161 of which gold was easily the leader with $112 million. This was actually a drop from the previous year's total of $356 million. Non-metallics such as fuels added another $97,-291,007 to Canada's 1944 total production ($70 million being coal) while other non-metallics totalled $37,251,009 and clay products and structural materials brought the grand total for all mineral production to $485,819,114.

It naturally follows that the No. 1 manufacturing industry would be non-ferrous metal smelting and refining. Though there were only 16 establishments in 1943 employing 26,749 men earning $48,491,732 in wages, they turned out products which grossed $511,213,376 — or something less than 10% of the total of $5,895,805,100 grossed by Canada's 25 leading industries. An interesting commentary is that the sixth largest industry, the automobile industry, employed 24,265 men in five plants and produced products with a gross value of $352,229,955.

On the basis of salaries paid, however, Canada's No. 1 industry in 1944 was the ship-building and repair group, with aircraft a close second. Both of these, however, were wartime babies. By now the leading 10 industries are more likely non-ferrous metal smelting and refining, chemical products, slaughtering and meat packing, iron and steel products, automobiles, pulp and paper, ship-building and aircraft, electrical supplies, primary iron and steel and production of butter and cheese.

The building industry, too is enjoying a phenomenal boom in all parts of the country. Government plans alone call for 80,000 housing units a year for the next five years. Just as in the U.S.A., the building trades are short of experienced help and the many peace-time plans of governments and private industry alike are far behind schedule. A 40% increase to $409 million in 1945 over previous years was registered by the building industry. The first six months of 1946 showed a total of $350 million, indicating a new record. Shortages of both lumber and nails, the latter engendered by summer-long strikes in the steel plants, insure continuous building activity right into the winter months in order to regain the lost time.

Always an exporting nation, Canada during the war years made tremendous strides and emerged in 1945 as the world's second largest exporting nation. Exports to Britain and the United States alone expanded by 261%. Naturally, with the falling off on war exports, Canada's trade position has declined somewhat but even today one-third of the national income is derived from external trade.

Manufactures Trebled

Prior to the war a large proportion of Canada's exports consisted of raw materials but the war trebled her manufacturing capacity. According to the Dominion Bureau of statistics, the external trade in 1945, excluding gold, totalled $4,-853,199,000. The balance of trade was in Canada's favor by $1,681,-649,000. Domestic merchandise exports to the United States alone were valued at $1,196,977,000, making it Canada's No. 1 customer.

One intangible "export" to the U.S.A. which has brought tremendous benefit to Canada in 1946 is the lure of her scenery, recreation grounds, and other attractions. In 1939 the value of Canada's tourist trade was computed at $149,000,000. The estimated value for 1946 already is $223,000,000. An army of American tourists swarmed all over Canada this year and there seemed no lessening in their numbers even when the 10% premium previously allowed on U.S. dollars was discontinued at the start of the summer season. With Canada's wartime price controls still in effect they found goods generally cheaper to buy than at home—and they bought!

Nor has U.S. interest in Canada been merely that of the tourist. Investments that totalled more than $5 billion in 1945 are being upped further in 1946. Secure in the knowledge that this interest may be expected to expand even further, great plans are being made for the further advance of Canadian economy. Reconstruction Department figures show the investment intentions of private industry in 1946 may well add up to $1,000,000,000, some 20% higher than in 1945.

Though the six war years increased the national net debt by 258% to an all-time high in 1945 of $11,298,000,000 or a net debt for every man, woman and child of $931.43, Canada looks hopefully forward to the future and feels she is only on the start of a peace-time development of her great natural resources.

THROWING THE SWITCH to signal new power of WSAZ Huntington, W. Va., is Col. J. H. Long, chairman of the board of directors, on occasion of station's increase to 5 kw. Lending moral support are (l to r): Mayor Paul O. Fiedler of Huntington, and John A. Kennedy, president of West Virginia Network, of which WSAZ is a member. Standing is Bill Brown, WSAZ announcer, who also participated in program saluting increase.

Effective Drama

TOUCHED by the NBC dramatization of the life of Maude Ballington Booth, a 76-year-old Washington colored man decided to follow her example. At the close of the Golden Anniversary broadcast of the Volunteers of America he called Lieut. Col. Walter O. Ulrey, Divisional Commander of the Volunteers of America, and asked what the most pressing need of the organization might be. This was easily answered as they had received notice of the expiration of their lease on the Washington headquarters the week before. The old man not only offered the money for a new headquarters but deeded outright a modern eight-room house. A few days later this fairy godfather drew up a will in favor of the VOA which leaves them more than $125,000.

FM First

WFJS, new FM station in Freeport, Ill., and first radio outlet there went on the air Oct. 1 with daily operation from 3 to 9 p.m. on 120.1 mc. T. C. Moers, manager, said local events broadcasts will supplement present music and news schedule by December.

TODAY IT'S KCMO FM IN KANSAS CITY

THE HEART OF THE NATION
AND THE
NATION'S NUMBER ONE FM MARKET

5TH. ANNIVERSARY

"Thoroughbred FM Broadcasting Breeds Loyal Listeners"

O. R. Wright
Sales Mgr.

Bob Wolfskill
Bus. Mgr.

Everett L. Dillard
Licensee

603 Porter Bldg., Kansas City, Mo.

The Little Account's Reward: Snubbed

Early Loyalty Said Overlooked Now By Stations

By ALEXANDER L. CHARLES
Kay, Ehrlich & Merrick

IS the independent radio station turning up its nose at the local advertiser? If so, radio is digging its own grave!

Let us consider the plight of these advertisers in trying to "buy" and use radio. Let me take you back just five years. This was the picture. Radio stations had salesmen that were eager for business and solicited practically any type of account, as long as it brought revenue into the station. Stations didn't choose between a credit store, a national advertiser, or a department store of the limousine trade. All were welcome and equally sought. Actually, according to statistics, the former was more in abundance since radio was more suited to them in that it reached the masses. In many cases, stores of that caliber were practically the sole support of a radio station.

The plush-store account has always been an unfaithful radio user, having made its success in other medias, it was loathe to try new methods. These were known as the headache accounts. We give credit to radio for bringing into the fold even these recalcitrant users and it is with pride that we list them amongst the growing row of diversified advertisers that have got "radio-religion."

The National Dragon

Of course, the radio stations were not entirely responsible for bringing many of these to the fold. Most of the credit goes to these smaller stores that have built up tremendous radio-success stories, and were pointed out as examples of how to make radio pay. These smaller accounts, in the course of years, invested tremendous amounts of money, usually in one or two stations on which they bought bulk amounts of advertising—often as many as twenty spots or programs a day. To these accounts radio stations should feel a sense of gratitude and loyalty for sustenance in the lean years. But do they! This is what has transpired. The curtain rises five years later: No salesman darkens the local advertisers door any longer.

Now another dragon enters the picture . . . the national account! Why does such an important personage present itself at the humble dwelling of the local independent radio station. The answer is: C'est la guerre!—or in concise advertising lingo: "The war!" National advertisers found themselves with more money to spend than ever before due to immense Government contracts, plus the new tax set-up which allowed advertising as a business expense to be deducted from their taxes.

Also, many new national concerns arose that never advertised before. They decided that some of the tax money might just as well be spent to build up their reputations nationally. So, it created a tremendous demand for radio time.

The network radio time being completely filled, we find national advertisers seeking coverage by buying time in individual cities. According to past statistics and experience, national advertisers only bought stations with network affiliations. The demand was so great on these stations that there was not enough coverage for all. So, the new trek to the small independent stations at which they previously thumbed their patrician noses. The result, the independent station with the "swelled head!"

And what is the fatal result for the poor local advertiser? Rates have gone up, usually making it unprofitable for them to advertise. This is a false, or undeserved raterise, because actually the station has no more to offer in the way of more listening audience. The threat of the national account is always ready, stomping at the door ready to gobble up any available space at any cost. These stations are so flattered by this influx of national business that they lead themselves to believe it is the superiority of their programming that makes them so desirable.

Alas, to the poor local advertiser and his large investment and loyal years! Now, new rules as to the number of spots he can use, the number of words to be used in each spot, and the censorship of the text of the spots, so as not to jar on the now-sensitive ear of the independent station owner. Woe unto the faithful local advertiser. All is forgotten, do not come home!

MR. CHARLES

Banks Recognize Radio

(Continued from page 90)

serving the public may be judged by what people say about that institution. Newcomers to Oklahoma City naturally want to familiarize themselves with various types of concerns with which they may want to do business. Such inquiry about Oklahoma City Federal as a savings and home financing institution reveals the widespread confidence which this association enjoys. For more than forty-seven years Oklahoma City Federal has been helping families become financially independent and it has enabled thousands of families to enjoy the comfort and convenience of living in homes of their own. That is why Oklahoma City Federal has become known as The Home Folks. Yes, the Home Folks are folks you should know."

"The American National Bank is vitally interested in providing adequate credit facilities to sound businesses. If you own a small business and need credit in order to carry out your plans, remember This Bank will make every effort to arrange a loan for you."

"If it's difficult for you to keep track of your cash, you may think despairingly at times that it takes a *magician* to handle money! There's a convenient way to pay by check that works like magic—it's the Checkmaster way! Open a Checkmaster Account, the streamlined checking facility exclusive with the American National Bank of Denver, 17th & Lawrence Streets. For as little as $1 initial deposit, you may open an account perfectly suited to your needs; for with Checkmaster you pay just 10¢ for each check used, regardless of amount. No carrying charges; no minimum balance to maintain! All deposits at This Bank are insured by Federal Deposit Insurance Corp. with $5,000 maximum insurance for each depositor."

"If you're one of the many planning on buying a new car at the first possible opportunity, remember that you will receive prompt and courteous attention when you apply for an auto loan at the American National Bank. You may borrow up to two-thirds of the approved purchase price of a new or used car, and make re-payments over a period up to 15 months."

Business Loans

"One of the things of which we are most proud in this democracy of ours, is the part played by small business! The American National Bank of Denver welcomes the opportunity to make loans to small business concerns. If you are interested in a loan for your business, take your problem to the specially trained loan officers of this bank."

"If you have no time to pay bills or do your banking in person, here's the solution to your problem. Open a checking account at City National and do your banking and pay your bills by mail. You'll save many hours and valuable energy. Stop in at either City National office the next time you are downtown and make arrangements for a safe, convenient City National checking account."

"For your family and your future . . . bank at City National. Be ready to face the rainy days that lie ahead with a savings account at City National to back you up. You can have confidence in the sound, progressive management . . . and you will find whole-hearted cooperation and understanding, concerning your banking needs. Stop in at 9 E. Long or 20 E. Broad at your convenience . . . and get acquainted with City National — Columbus's friendly bank."

It's a clear-cut, demonstrated fact that radio is the medium that can do the job for banks and other types of financial institutions. And it follows that by putting on a special sales and promotion drive, many radio stations should be able to get a bank's signature on the dotted line.

SAFETY DRIVE

Tom Mix Show on WGN Aids In Decreasing Deaths

NOTICEABLE DECREASE in number of Chicago traffic deaths and injuries involving youngsters has resulted from safety campaign of Ralston Purina's *Tom Mix* on Mutual and WGN Chicago.

For two weeks every Tom Mix "straight shooter" in the land has carried the safety message of Tom Mix, the radio character. In addition WGN distributed 1250 letters to Illinois Federation of Women's Clubs asking their assistance, and copies of Mayor Edward J. Kelly's Tom Mix safety proclamation to 500 Chicago public schools.

Principals followed through by holding special safety classes, and Board of Education aired special shows around Tom Mix safety theme on its own FM station. Mayor Kelly's cooperation included having his policemen distribute 50,000 Tom Mix posters to neighborhood stores. Johnny Meagher had charge of campaign at WGN.

Mobile Phones

RADIOTELEPHONE mobile service has been started in Philadelphia as Bell Telephone Co. placed W3XZF into operation. Motorists may now call any of the city's 27,000,000 numbers in the U. S., or vice-versa. Installation charge of $25 has been set with $15 monthly tariff and $7 monthly service charge.

In 1808

John Philpot Curran
famous Irish orator and
barrister, said in a speech
in Dublin—

"Eternal Vigilance is the Price of Liberty"

We of this age, too, must
be constantly on guard to
protect our freedom of
speech—one of the essen-
tials of liberty.

AS TRUE TODAY AS IT WAS THEN

GUARDIAN OF AMERICAN FREEDOM

WJR

THE GOODWILL STATION INC.

FISHER BUILDING DETROIT

MICHIGAN'S GREATEST ADVERTISING MEDIUM

CBS BASIC AFFILIATE

REPRESENTED BY PETRY

LAW TO BE TAUGHT BY LEONARD MARKS

A GRADUATE COURSE in the law of communications, taught by Leonard H. Marks of the Washington radio law firm of Cohn & Marks, will be offered by National U. School of Law, Washington, in the 1947 spring semester.

The course, two hours a week, will be based upon decisions of FCC and the Federal courts and will cover the law relating to licensing of facilities by FCC, its regulatory aspects and administrative problems. Spring semester will open Feb. 3.

Mr. Marks, former assistant to the general counsel of FCC, was assistant professor of law at the U. of Pittsburgh Law School from 1939-42 and was engaged in the practice of law in Pittsburgh during the same period, following graduation from the university law school there in 1938. He received his A. B. degree from U. of Pittsburgh in 1935, was business manager of the university *Law Review* in 1938, and was a faculty fellow of the law school in 1938-39.

PHILCO GIVES DATA ON SERVICING VIDEO

AS a contribution to advancing practical television, Philco Corp., Philadelphia, has published a 140-page illustrated manual on *The Servicing of Television Receivers.*

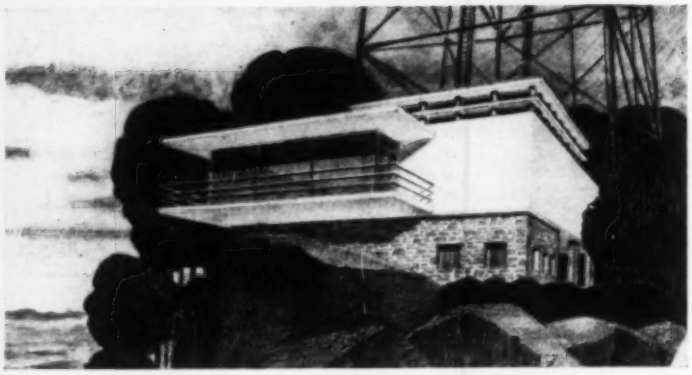
Written for radio service men, the book gives clear easily-understandable explanations of television receiver circuits in complete detail. Photographs, schematic drawings and comprehensive wiring diagrams are integrated with the text. Installation of the receiver and antenna, and problems of servicing the receiver in the shop and in the users home are thoroughly covered. Trouble analysis charts designed to simplify repair problems are included.

Material in the book is based on Philco experience. Divided into five sections the book first deals in a general way with the complete television signal, analysis of receiver circuits, antennas, and miscellaneous data on servicing. Glossary of television terms and an index are included.

Television broadcasting and studio equipment, history of television and other subjects with which the home service man is not concerned are omitted.

5-Minute Newscasts

CANADIAN STATIONS may now use sponsored five-minute newscasts, as a result of changes in Canadian Broadcasting Corp. regulations. Wartime restrictions limiting sponsored newscasts to a minimum of ten minutes have been lifted and five-minute newscasts with commercial in front of newscast and institutional announcement after newscast have now been sanctioned.



ARCHITECT'S drawing of new 160,000 w FM transmission unit for WBT Charlotte, now under construction at a cost of $80,000. Completed $250,000 plant is expected to be in operation early in January. This super power installation is located on Spencer Mountain on a 169-acre plot 16 miles from Charlotte. A self-supporting tower plus a three-section super-turnstile will transmit the signal from an overall height of 1,836 feet.

Plane Video Meter

FARNSWORTH Television and Radio Corp. Friday described a war-developed method enabling a ground observer to read dials in a flying airplane. Called "Television-telemetering," the system uses a television transmitter in the plane, sending and receiving 54 channels of data. Devised to record test flights, the system may have future uses in pilotless aircraft and guided missiles.

Boston Symphony

BOSTON SYMPHONY Orchestra, which this year observes its 66th season, again is being heard weekly on ABC beginning Oct. 8, Tuesdays, 9:30-10:30 p. m. Broadcasts cover a period of approximately 40 weeks. Dr. Serge Koussevitzky will conduct for most of the broadcasts, which come from Symphony Hall, Boston; Providence, Cambridge, and other cities. Gene Hamilton is announcer-commentator for the series, which is produced by Oliver Daniel.

Chamberlain Honored

A. B. CHAMBERLAIN, CBS chief engineer, has been awarded a certificate of award by the American Standards Assn., an organization of the country's leading engineers, for his work from June 1942 to November 1943 as the U. S. Navy Bureau of Ships representative on the association's war committee for electronics standardization. This is Mr. Chamberlain's second award this year for services as a Navy officer. Last February Navy Secretary James Forrestal awarded him the Legion of Merit for having broken a design and production deadlock when airborne radar equipment was urgently needed by the U. S. fleet to combat Jap air action.

RAYTHEON'S RISE

Current 'Fortune' Tells of Firm's Success; Also Stories on Magnetron, Fisher

RISE of Raytheon Manufacturing Co., Newton, Mass., from a maker of cut-rate radio parts to one of the nation's largest producers of electronic equipment is the subject of a detailed article in the October issue of *Fortune.*

In another article "Music for the Home," the magazine delves deeply into the high fidelity question and makes a comparative study of different types of radio-phonograph combinations. By far the best, says *Fortune,* is the Fisher, made by an independent high-fidelity enthusiast named Avery Fisher. Before the war Fisher turned out radio-phonographs with the trade name name Philharmonic, but has sold that company, and now produces even better models under his own name. The price is $885. Other 1947 radio-phonographs and their complete statistics are listed in a table. The article summarizes the arguments of those who say high fidelity is over touted, but the writer is plainly sold on what he calls the "Golden Ear" school of thought.

A third short *Fortune* article illustrates and briefly explains the magnetron tube, which is the heart of radar and plays important roles in other microwave equipment. By the end of the war, the article says, the first-size magnetron had made possible one-centimeter radar sets developing a peak power of about 100 kw.

Although Raytheon was in the red 10 of its 19 prewar years, according to *Fortune,* it did $400 million business in past four years and seems set for sound postwar future.

SECOND VETS SERIES SOON TO BE READY

SECOND SERIES of transcriptions for the Veterans Administration series, *Here's to Veterans,* will soon be ready, intended for use starting in November, according to VA headquarters. There are 721 outlets currently carrying the first of the 13-week series, which will run through October. Messages to veterans are given in place of commercials.

Shows and their stars in the new series, each a "capsule" version of the regular network show, include: *Telephone Hour,* Meredith Willson, Tommy Dorsey, Wayne King, *Evening With Romberg, Contented Hour, Chicago Theatre of the Air, Voice of Firestone, American Melody Hour, American Album of Familiar Music,* Jack Smith, Dick Haymes, and Frank Morgan.

Cooperating sponsors are: General Foods, AT&T, Standard Brands, American Tobacco Co., Brown & Williamson Tobacco Co., Electric Auto-Lite Co., Carnation Co., Firestone Tire & Rubber Co., Sterling Drug Inc., Procter & Gamble. Agencies are: Foote, Cone & Belding; Frank Hummert; Dancer - Fitzgerald-Sample; Erwin, Wasey & Co.; Ruthrauff & Ryan; Russel M. Seeds Co.; J. Walter Thompson Co.; N. W. Ayer & Sons; Benton & Bowles, Music Corp. of America.

Shayon Making National Tour for CBS Research

ROBERT LEWIS SHAYON, CBS producer and member of the CBS special documentary unit, is now on a one-month trip throughout the U. S. to do research for the first of the CBS documentary programs on juvenile delinquency.

The two 90-minute programs which he will do are tentatively scheduled to be broadcast on Nov. 19 and 26. Mr. Shayon's journey, purpose of which is to get "eye witness contact with humans behind the problem" will take him to New Orleans, San Francisco, Los Angeles, Denver, Chicago, Mansfield, Chillicothe and Columbus, Ohio, Washington, D. C., Boston, and back to New York.

He is assisted by James Bennett, director of Federal Bureau of Prisons, and G. Howland Shaw, formerly assistant secretary of state and an expert on juvenile crimes.

Wilmotte Aids Test

SIGNIFICANT data on cosmic rays 100 miles above the earth were revealed on electronic equipment designed by Wilmotte Mfg. Co., Washington, during V-2 rocket experiments conducted in New Mexico by the Army Ordnance Dept. The apparatus consisted of two Geiger tube telescopes mounted in the nose of a rocket. Wilmotte worked on many wartime projects including the proximity fuse, Mark 29 radar and guided missiles.

IT'S EASY FOR

THE MODERN SPARTAN TO BUY!

CBS

Round about 600 B.C., over on the west bank of the river Eurotas, Lycurgus pushed a bill through the Spartan senate. Spartans were forbidden to possess either gold or silver. Such possession would make the citizens soft, said Lycurgus. Sparta's currency was to be large iron bars. And, as it was ordered, so it was done.

Not so with the modern Spartan. Down in the rich, rolling 16-county WSPA Piedmont, affluent agriculture, cotton textiles, textile machinery, plastics and wood industries provide all kinds of money (except iron dollars) for the quarter-*billion* dollar retail sales each year. The modern Spartan buys, in growing quantity, such widely assorted items as pecan trees, furniture, chambray, tractors, copper "kittles", horse collars, flour and feed.

All of these (and many more) have been successfully sold for local merchants by WSPA's staff of local program personalities.

We've got *selling* Spartans on WSPA. And the 151,458 radio families served by WSPA are the perfect audience for them ... and for you who are interested in selling.

But then the WSPA Piedmont is an advertiser's paradise. A paradise that is "one of the *best-balanced* sections in the entire country".

And WSPA swings the *balance* your way.

WSPA SPARTANBURG, SOUTH CAROLINA

Represented by Hollingbery
5000 watts day, 5000 watts night, 950 kilocycles
Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS station for the Spartanburg-Greenville Market

Miller

(*Continued from page 38*)

of industry expansion was lifted last year it brought to broadcasters, old and new alike, many problems. These problems came to our trade association in rapidly increasing volume, from members of long standing as well as several hundred new members. Obviously the only way to provide better service to more stations was to enlarge the association's scope of activity and its personnel.

The process of expansion has required careful thought in selecting personnel and planning the type of service to be provided by departments. The advice of association committees, board members and individual broadcasters has been sought constantly in an effort to build wisely and permanently. Now the expansion process is nearing completion. Only one department is not in full operation—the Program Department — and you will soon be hearing from it.

To facilitate the physical operations of this expanded organization the board authorized purchase of the new headquarters building in Washington. This building was vacated last month and the process of converting it to association needs is under way. Repairs and refurnishing will be completed as quickly as Federal restrictions permit. The various departments will then be able to operate without the handicap of cramped and poorly ventilated offices.

Few industries are confronted with the vast array of serious problems that face broadcasters at this time. These problems stem from two sources, Government and industry, but they are interrelated. The association, both as a unit and through the participation of its individual members, has taken a strong stand against the FCC's assumption of authority over programs. This authority was proclaimed last March in the Blue Book and reemphasized just a month ago when six more stations were designated for renewal hearings because the Commission felt from the information at hand that they were "not rendering a well-rounded program service."

Though these threats to freedom of speech are of utmost importance, there are many other ways in which the Commission and other governmental agencies influence the daily operation of broadcasting stations. The association's departments are in constant contact with appropriate agencies on such questions as qualifications of technicians, postwar building restrictions, context of questionnaires and promulgation of engineering standards for various types of broadcasting.

Difficult Times

All broadcasters, from top executives to staff members, know from actual experience how difficult it is to operate, in the public interest, in the face of postwar problems. They know what it means to meet constantly increasing overhead costs; adapt schedules to the tempo of the times, and to daylight saving time; negotiate with employes, suppliers and clients; solve the dozens of crises that arise every working day in their seven-day week, and then crystal-gaze into the future of the fastest changing enterprise the world has ever known.

The issues that now confront us are serious. Those that lie ahead promise to be even more serious. The association is dedicated to the task of serving an industry which operates in the public interest and for its convenience and necessity. It is now prepared to meet the challenge of the second postwar year.

Largest Audience

PRESIDENT TRUMAN'S address to the nation Oct. 14 (10 p. m.) was heard by his largest radio audience to date, CBS estimated on the basis of a 57.6 rating by C. E. Hooper Inc. CBS deduced that 44,546,000 adults heard Mr. Truman's speech. According to CBS reckoning, his greatest audience before last week heard his address to the Armed Forces April 17, 1945, immediately after he took office.

New Radio Book

TITLE of a book released last week by Murray Hill Books is *Radio's Conquest of Space*. Written by Donald McNicol, book is story of the experimental rise in radio communication and includes descriptions and discussions of technical developments from the time of Hertz's waves to the present day. Mr. McNicol, a past president of the Institute of Radio Engineers, is now a consulting engineer in the communications field. Price of the book is $4.

Store Sponsors

WOODWARD & LOTHROP, Washington department store, Oct. 22 begins a series on WRC, 7:30-8 p. m., Tuesday. Program, *Washington Prelude*, will feature a cast of 50, with an orchestra conducted by Roy Shields, a soloist and a prominent dramatic star in dramatizations of the history of Washington. Actress Jane Cowl will be first guest star. A twelve-voice girls' choir will be heard weekly. Agency is Harwood Martin, Washington, with Ross Filian, formerly of NBC, as producer. Series is the store's first use of radio.

WCFL Names Odell

JACK ODELL, production manager of WCFL Chicago, has been appointed program director succeeding Roy Franklin, resigned. Frank McGraven is production manager.

MUTUAL BROADCASTING SYSTEM
GREAT BEND KANSAS

THE BIG 3

WHEAT
OIL
LIVESTOCK

KVGB

SOON
5000 WATTS
DAY AND NIGHT

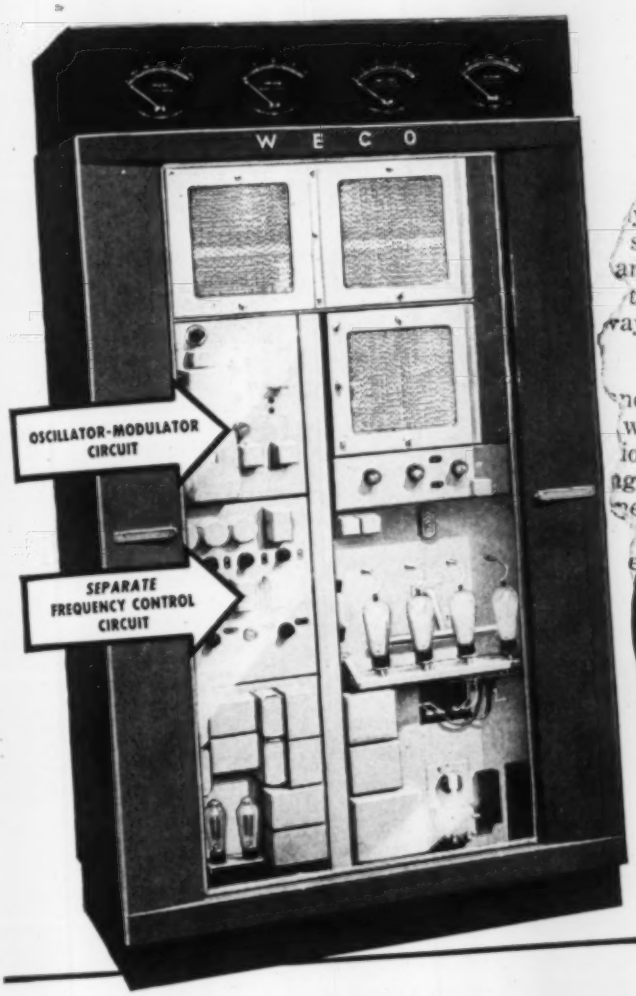
JOHN E. PEARSON
Representative

BMB

SERVING
KANSAS' VAST GRAIN BELT

Important FM news

for Broadcast Managers . . . Engineers . . . Listeners



but that it persists in transmitting and reproducing some that they do *not* play.

These tones, resulting from a process known to the engineer as cross modulation (in both transmitter and receiver) are discord-

FROM AN ARTICLE BY EDWIN H. ARMSTRONG *BROADCASTING*, JULY 1, 1946

musical

It is FM's unique ability to transmit and reproduce only the tones actually produced in the studio that has evoked the commendation of the musical authorities heretofore referred to in this letter.

reproduction there is added the

IT is low cross modulation (intermodulation), as Major Armstrong points out, which allows FM to reproduce only the notes actually played and thus achieve such naturalness of tone.

Western Electric's Synchronized FM transmitters are unique in FM broadcasting because of their *unusually low intermodulation products*—achieved by a complete separation of the oscillator-modulator circuit from the frequency control circuit.

For other important features of Western Electric's complete new line of FM transmitters, contact your nearest Graybar Broadcast Equipment Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Unexcelled Performance of Western Electric FM Transmitters

Audio Frequency Response		±0.25 DB from 30 to 15,000 cycles
Harmonic distortion — for	±75 KC swing	Less than 0.5% from 30 to 15,000 cycles
— for	±100 KC swing	Less than 0.75% from 30 to 15,000 cycles
Intermodulation — — — for	*±75 KC swing*	*Less than 0.5% for 80% 50 cycles and 20% 1000 cycles; less than 1.0% for 80% 50 cycles and 20% 7000 cycles*
FM noise level		65 DB below ±75 KC swing
AM noise level		50 DB below 100% amplitude modulation
Carrier Frequency stability		Less than 2000 cycles deviation (no crystal heater)

Be sure to see the Western Electric-Graybar Exhibit at the NAB Convention

VISIT OUR DISPLAY IN EXHIBITION HALL—4TH FLOOR AND OUR SUITE 852-854, PALMER HOUSE

Western Electric

— QUALITY COUNTS —

BROADCASTING • Telecasting

Distributed by GraybaR — Offices in 92 Principal Cities

KFOR

In Nebraska's second market, only one radio station makes it a policy to serve that market alone. That's KFOR. People in the Lincoln area know that KFOR is constantly on the job serving them with well-produced local programs that appeal *directly* to them. They know that KFOR keeps them well informed with intelligent news broadcasts and far more special features in the public interest than any other station.

So listeners in the Lincoln area keep their dials set at 1240, KFOR, the station that serves them best. You can sell this loyal audience at very low cost. Contact KFOR or Edward Petry for availabilities in spots and local shows that can do the job for you competently and effectively.

Represented By
EDWARD PETRY CO., INC.

NEBRASKA'S 2nd MARKET
GORDON GRAY, *Vice Pres. and General Manager*
HARRY PECK, *Station Manager*
BASIC ABC-1240 KC
LOCAL CHANNEL

Fitzpatrick

(Continued from page 54)

House right into the parlors of their homes.

In reminiscing, one can't help but recall the announcers of the old days who were popular long before the origin of networks, like George Hay, then in Chicago; Bill Hay in Hastings, Nebraska; John Schilling of Kansas City; Lambden Kay of Atlanta, Georgia; the Hired Hand (Harold V. Hough), of Fort Worth, Texas; Gene Rouse of Omaha. Then the early network announcers—Leslie Joy, Milton Cross, Graham McNamee, Phil Carlin, Major White, Ted Husing—all these names come back as you view the amazing progress of radio science over the past 20 years.

Dramatics Tough

One of the biggest problems of the independent producer in the early days of radio was that of dramatic shows. The lack of a bank-roll to hire proper talent, the lack of knowledge of radio production, and other things proved that the line of least resistance was to put on musical programs and stay away from dramatics. However, the conscientious program director realized that it was not very good programming.

Then along came Raymond Soat, with the first recorded dramatic shows. I'll never forget my first encounter with Soat. He gave us a demonstration, and I recall it was a circus piece by Courtney Riley Cooper, directed and acted in by Pat Barnes. It was the answer to a maiden's prayer, so far as a struggling program director's job was concerned. My first question was "How much?" Soat replied: "I don't want to sell it to you. I want to buy time for the Maytag Washer Company and put it on your station."

Barney Oldfield once said: "Never look back." But I think it is kind of nice to pause in our rather haywire activities once in a while and ponder upon the past. It isn't good to do this too long, because radio is one of the fastest moving sciences we have. Just now I am looking into the future. I can see, and with great anticipation, the broad developments of television and FM, which will contribute to a bigger and better understanding between peoples of the world.

Years ago, in a talk that I made, I said I thought that radio was a God-given instrument to mankind, an instrument which eventually would result in a better understanding among all the races of the world, an instrument which would go far to prevent any future wars. It now looks as though my statement at that time had been knocked into a cocked hat, but I still believe that we, as the standard-bearers of radio, have a great obligation upon our shoulders. If the torch which we have carried for the past 20 years to such glorious success is to continue to make the same progress in the next 20 years, I believe that prophecy of twenty years ago will be fulfilled.

Hannegan Stresses Vital Role Of Radio Informing Electorate

By ROBERT E. HANNEGAN
Chairman, Democratic National Committee

IT IS BECAUSE American radio is free and because it reaches the whole people that we have perhaps the best informed electorate in all the world.

As election time approaches, the cowboy in his bunkhouse, the broker in his penthouse, the man behind the counter at the hamburger stand, the housewife at her ironing board, and even the motorist rolling over the countryside, can tune in to the campaign and make up his own mind on candidates and issues.

It is because of radio's ability to bring the Government and the candidates and the leaders of all parties closer to the people that the people have responded by going to the polls in greater numbers than in the pre-radio days.

I hope that American broadcasters will keep up the good work. I hope that they will increase their efforts to broaden this service.

The Democratic Party will continue to promote the growth of the free radio of this nation. Such growth will serve as an example to other nations. When they see how we grow strong on what appears to them to be the daring practice of giving every side an equal opportunity in this great forum, they may take heart in finding a solution for their own difficulties.

Mr. HANNEGAN

Arvey Campaign

ARVEY CORP., Chicago, begins an extensive campaign in 75 markets today (Oct. 21) with five-minute transcribed programs featuring Alexander McQueen in *Nothing But The Truth* for R-V Lite flexible glass products. Fifty-two week contracts were placed on the following stations through Burlingame and Grossman: WIBC WDSU KXOK KFYR WWVA WLS KBND WCHS WNOX KWKH KFXJ WBAL WRNL KRLD KIDO KWTO WIBW KFLW KJR KFAB KFBK KERN KWG KMJ KOH KPO, Z-Bar Network, KYW KLCN KGNC KTSA, Oklahoma Network, KFPY WGY WDBO KUTA KLZ WTIK KVI, Arizona Network, KGHL WNAX KECA KTRH WAPI KRNT WRRF WGBI KFNF WROD WKZO WJEF KXEL WTIC WLAW WMPS WTAD WLW WFDF WAVE KLRA KFEQ WCCO WSIX CKLW WTAW WTAQ WLBZ WAGA WSVA WSYR WHCU.

Executives of ABC Address Affiliates

PROBLEMS affecting ABC and its affiliated stations were to be discussed on the eve of the NAB Convention, Sunday, by major executives of the network at a station relations meeting in the Continental Hotel, Chicago.

Scheduled speakers were Edward J. Noble, chairman of the board; Mark Woods, president; Keith Kiggins, vice president; Adrian Samish, vice president; Robert E. Kintner, vice president, and John H. Morton, Jr., vice president in charge of station relations.

Other ABC executives slated to attend the session were Fred M. Thrower, vice president in charge of sales; Robert H. Hinckley, vice president; Earl E. Anderson, vice president; Paul Mowrey, national television director; Ivor Kenway, advertising director; Ted Oberfelder, assistant advertising director; Robert Saudek, director of public service; Ed Borroff, vice president of ABC Central Division; C. T. (Swanee) Hagman, general manager of ABC Central Division; James L. Stirton, assistant to Mr. Borroff; Gil Berry, ABC Central division sales manager; Eli Henry, ABC Central Division publicity director; Robert Jones, ABC Central Division station relations manager; Ernest L. Jahncke Jr., Eastern Division station relations manager; Francis Conrad, Western Division station relations manager; Otto P. Brandt, Pete Schloss, Jim Connolly, William N. Davidson, and Ray Diaz, ABC traffic manager.

Victor To SSC&B

THOMAS F. VICTOR Jr., formerly with Ruthrauff & Ryan, New York, has joined the radio department of Sullivan, Stauffer, Colwell & Bayles, New York.

MAYBE YOU'RE MISSING SOMETHING

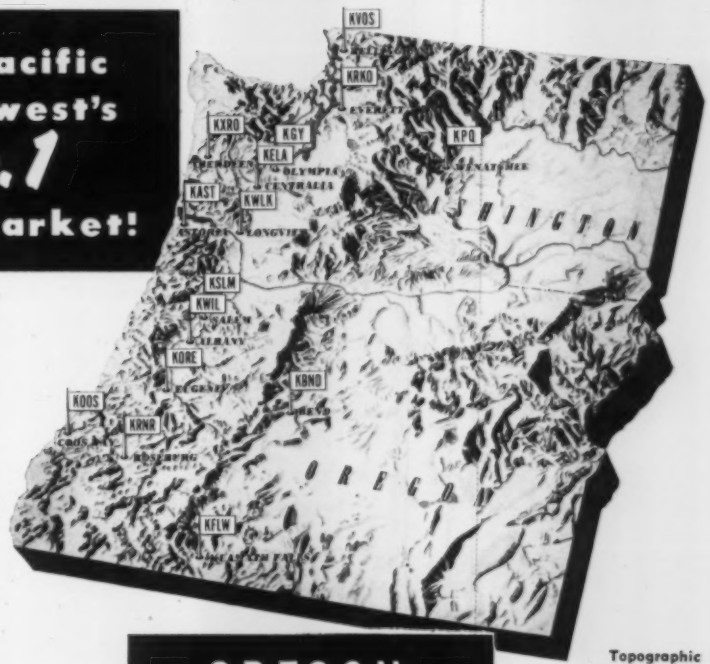
$555,700,000 IN RETAIL SALES!

The Pacific Northwest's No. 1 Radio Market!

Ever been out to the Pacific Northwest? If you have, you're well aware of the vast space ... the rolling high plateaus ... productive valleys ... and the fact that *all* of this area is cut up and divided by towering mountain ranges ... ranges reaching as high as 14,000 feet above sea level. Stop just a moment ... think what such topography does to radio reception! Broadcasts originating in the "metropolitan" centers of this enormous country fail to penetrate a great part of this rich market. Reason: those mountain ranges are a practically impenetrable barrier to radio. So, your message is lost to thousands of prosperous homes ... homes with a Per Capita Effective Buying Income of $2,688.00 ... highest in the nation.

There's Only One Effective Way to Reach These Prosperous People with Radio...

That one way is through their own local radio stations. The Oregon-Washington Radio Group comprises fifteen of the "most-listened-to" stations in this rich region. Each station holds an enviable position in listenership surveys and home town acceptance. Here, and here alone, is the key to tapping this thriving market with radio.*



Topographic map shows the 15 stations of O-W-R-G, and how markets served by each are separated by mountains. Stations may be used as a group, singly, or in any combination.

OREGON-WASHINGTON radio group

OREGON

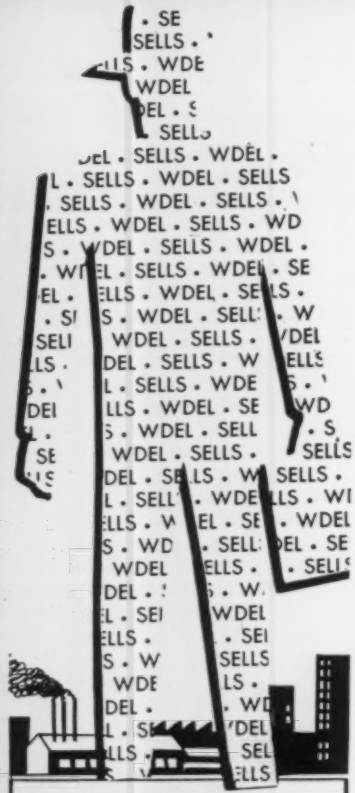
KWIL (DLM) Albany	**KBND** (DLM) Bend
KFLW (IND) Klamath Falls	**KRNR** (DLM) Roseburg
KAST (DLM) Astoria	**KORE** (DLM) Eugene
KOOS (DLM) Coos Bay	**KSLM** (DLM) Salem

WASHINGTON

KXRO (DLM) Aberdeen	**KGY** (DLM) Olympia
KWLK (DLM) Longview	**KELA** (DLM) Centralia
KVOS (IND) Bellingham	**KPQ** (ABC) Wenatchee
KRKO (DLM) Everett	

DLM
Don Lee Mutual Affiliate
IND
Independent
ABC
American Broadcasting Company Affiliate

***For detailed information write or wire THE HOMER GRIFFITH COMPANY, New York, Chicago, Hollywood, San Francisco**



WDEL

Wilmington, Del.

SELLS

WDEL sells profitably for many advertisers in the prosperous area including Delaware, southern New Jersey, parts of Pennsylvania and Maryland. Your advertising dollars are wisely spent on this business-getting station.

5000 WATTS
DAY AND NIGHT
BASIC NETWORK

Represented by
RADIO ADVERTISING COMPANY
New York • Chicago
San Francisco • Hollywood

Armstrong

(*Continued from page 45*)

ald, and Stromberg's Ray Manson and a substantial flow of transmitters and receivers is now getting under way.

But again it is the broadcaster who is in the lead. He will have signals on the air, and in many instances reasonably high power signals, before the majority of receiver manufacturers are ready. The reason, of course, is that most of them have devoted their efforts to the sale of AM equipment.

Whatever may have been the policy that led to this result—and the explanation therefore will appear in due course—it is certain that if the set manufacturing industry is to survive that policy must change.

It is clear that the AM set market will shortly be saturated. It is clear also that it will be years before enough television transmitters are on the air to absorb set manufacturing capacity on a national basis. It follows inevitably that FM receiver manufacture in large volume must begin shortly if the set manufacturer is to survive.

The question then of vital importance to the broadcaster will be this. He plans to deliver the highest grade of service of which his end of the circuit is capable. His transmission meets extremely high standards of perfection, usually higher than required by the Commission regulations. With but few exceptions, similarly high standards have been met by those receiver manufacturers who have been supplying the FM market to date.

What of Newcomers?

But with the market opening up, what will the newcomers among receiver manufacturers do to the other end of the broadcaster's circuit? Will they maintain the same high quality, or will large numbers of poorly operating, improperly designed sets, containing only partially the advantages of the FM system, be supplied to the listener, with the representation that this is real FM performance? There can be no quicker way for an industry to kill its greatest market than to drive the public away from FM by these tactics.

It seems to me that it lies with the broadcaster to determine what type of service his audience will receive from his station, for the power to get the truth to his listeners rests entirely in his hands. He can be guided in this task by such publications as BROADCASTING, which has done an outstanding job, in presenting, without partisanship, the case for FM.

I am not advocating the placing of any restrictions or any requirements on the type of set a manufacturer may sell the public. He ought to be free to sell any type of set he pleases, just as the purchaser should be free to buy any set he wants. But the manufacturer must tell the truth about the kind of set he is selling.

The problem of seeing that this is done is primarily one of organization. It is a matter both for the protection of the public and the broadcaster, and in the effort required to bring the facts to the listener I hope the broadcaster will again take the lead. Of all the hurdles FM has had to get over to arrive at where it is, this one is the easiest to surmount.

SOUNDS GOOD said A. W. Talbot (left), president of KEVR Seattle, to Bartley Sims, manager, as first 10 kw signal comes from $150,000 transmitter and studios in Smith Tower in that city.

Mennen to Grey

MENNEN Co., Newark, has named Grey Adv., New York, as agency effective Dec. 31 for its pharmaceutical division's products.

High Court Holds CBC Must Pay Rent on CKGW

CANADIAN BROADCASTING Corp. lost its appeal to the British Privy Council, London, in the matter of an annual rental payment for the use of the 5 kw transmitter of former CKGW Toronto. The Privy Council, highest court in the British Empire, ruled that the CBC must pay Gooderham & Worts, distillers, Toronto, owners of CKGW transmitter, for failure to maintain terms of a lease. The Master of the Supreme Court of Ontario will determine how much the CBC must pay.

CBC had taken over the lease of its predecessor, Canadian Radio Broadcasting Commission, on CKGW. When in 1938 CBC built the 50 kw CBL, it stored the 5 kw transmitter at Bowmanville, Ont., site of the CKGW transmitter station. Privy Council ruled the CBC liable to pay rent at original rate of $12,000 annually until tenancy is duly terminated.

The case has been before the courts since 1938 when CBC claimed it gave a five-months notice of termination of lease as required. When Gooderham & Worts lost the case in Canadian courts they took it to the Privy Council. A solicitor of the company at Toronto is reported as saying that the decision of the Privy Council will involve payment by CBC of several hundred thousand dollars.

CONSULTING RADIO ENGINEERS
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

THIS MONTH, WSM ADDS THE TWENTY-FIRST CANDLE TO ITS BIRTHDAY CAKE

- Figuratively speaking, those candles have brightened the homes and lives of more than five million people who depend upon "The Air Castle of the South" for education and entertainment, information and inspiration.

- We believe our twenty-first birthday is a fitting occasion to reflect on the cornerstone of WSM, past and present.

- Since October, 1925, we have operated on the assumption that our *first* obligation is to the listeners.

- That primary obligation is not fulfilled by absolute adherence to Hooper ratings. Nor by complete subservience to the whims of an advertiser.

- It is the duty of a radio station . . . and a radio station alone . . . to establish and maintain a balanced program schedule, which will have the widest appeal, and yet which will recognize and serve the needs and desires of all groups.

- In the first and final analysis, we have only one boss: the *listener*. We succeed or fail, as we serve and please him. All other considerations are secondary.

- So, on our twenty-first birthday, we look forward to years of increasing service to our more than five million friends. To them, to our advertisers, our network affiliate, and colleagues of the National Association of Broadcasters, we pledge in the future, as in the past,

"The Best in Broadcasting"

Harry Stone, *Gen. Mgr.*
Jack Harris, *Asst. Gen. Mgr.*

W — Air Castle of the South — 650 KILOCYCLES — 50,000 WATTS — NBC AFFILIATE — CLEAR CHANNEL — E

Winston S. Dustin, *Comm. Mgr.*
Edward Petry & Co., *Natl. Rep.*

WSM
NASHVILLE

Listening
ERDOES

isn't a matter of SIZE

In Cities Large and Small, Most Westerners Listen Most of the Time to NBC

There's no getting away from it: NBC dominates listening in the West. From Canada to Mexico, the No. 1 station in communities of 100, 1,000 or 1,000,000 is one of the 30 NBC Western Network affiliates. Don't take our word for it; just take a look at the facts...

★ ★ ★

KOMO... first in Seattle, heart of the frozen food, lumber and Alaska-Orient export activities of the booming Pacific Northwest. Both Hooper and the NBC All-County surveys rank KOMO the overwhelming leader in this eight-station market, with an all-period share-of-audience one-third higher than its nearest competitor and a "listen most" superiority of 250%. More than a million prosperous people, whose effective buying income per family is more than twice the national average, live within 50 miles of KOMO's 5,000-watt transmitter. Many more will be encompassed when the power jumps to 50 k.w. in the near future.

KMED... first for 24 years in Medford, Oregon, market city for an area with 12% of the standing merchantable timber in the U. S., an annual $5,000,000 fruit and nut yield, 554,000 acres of grazing land and thousands of small farms (85% owner occupied). KMED's 1,000-watt signal umbrellas 100,000 people (with $125,000,000 annual income) in its mail-analyzed coverage area. The All-County survey shows 97% of Medford families "listen most" to KMED daytimes, 75% at night.

★ ★ ★

Two very different markets and stations? Right. But KOMO and KMED have two important points in common—they're *both* NBC Western Network and they're both No. 1 stations in sales-rich communities. Multiply these factors by 30 and you have the most effective and economical medium to carry your message into the four million homes served by NBC Western Network. Ask for details on wrapping this entire wealthy region in one network package.

NBC WESTERN NETWORK

HOLLYWOOD SAN FRANCISCO

THE NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America

WJHP 5000
JACKSONVILLE FLORIDA NOW INCREASES POWER TO
672,801 NEW LISTENERS IN 7 NEW COUNTIES!
BUY THIS BONUS NOW!
A JOHN H. PERRY STATION

S. Dakota State Radio Assn. Formed in Pierre

REPRESENTATIVES of five South Dakota stations met Oct. 6 in Pierre to form a State radio association. The meeting was called by Mrs. Ida McNeil, director of KGFX Pierre, who has operated the station for 25 years. Mrs. McNeil was selected as acting head of the organization, which is to have its first regular meeting following the NAB Convention.

Present were: George Hahn, general manager of KSOO Sioux Falls; George W. Chitty, James River Broadcasting Co., Huron; A. A. Fahy, general manager of KABR Aberdeen; Fred Stellner, business manager of KABR; Robert J. Dean, president of Black Hills Broadcasting Co., Abner H. George, program director, Stan Lieberman, sales manager, all of KOTA Rapid City.

Nashville Capitol Grant Is Proposed by FCC

PROPOSED GRANT of Capitol Broadcasting Co.'s application for a new Nashville, Tenn., station, to operate on 1240 kc with 250 w fulltime, was made final by FCC last week. Mutually exclusive applications of Nashville Radio Corp., Tennessee Radio Corp., Tennessee Broadcasters, and J. W. Birdwell were denied.

Proposed grant to the sixth applicant in the consolidated hearing, Murfreesboro Broadcasting Service, Murfreesboro, Tenn., was not opposed by any of the other applicants and was made final, for use of 1450 kc with 250 w fulltime, at oral argument 10 days ago [BROADCASTING, Oct. 14].

Capitol, the successful Nashville applicant, is owned in equal shares by A. G. Beaman, in the bottling business, and T. B. Baker Jr., local advertising director of WLAC Nashville. The partners expect to obtain a Mutual affiliation.

FCC Rules Amended Under NARBA Changes

COMPLYING with the NARBA Interim Agreement, FCC announced last week it had amended its rules to show 1540 kc as a Class 1-A frequency of the Bahama Islands instead of Cuba. In the U. S. the frequency may be used for Class 2 operation, with protection for Bahaman use of the channel.

Cuba gave up 1540 kc to the U. S. for 640 kc, and the U. S. agreed to assign 1540 kc to Bahama Islands with I-A protection and to collaborate with the Bahaman Government in determining whether that or some other frequency "should be substituted in the Bahama Islands for 640 kc, which was relinquished to Cuba for a Class 2 assignment. . . ." FCC brought its rules into line with the Interim Agreement by amending Rules Sec. 3.25(e).

On His Heels

THE REPUBLICAN Party in Illinois didn't know how happy it would be when it signed with WGN Chicago for a series of political talks way back in September. WGN program department scheduled the talks for Monday night 9:15-9:30 p. m. (CST) Oct. 14. With Gov. Dwight H. Green as speaker Republicans were all set to tear into the Democratic platform when they were informed the program would be delayed due to the nationwide speech by President Truman on the meat shortage. When the President finished his talk, Governor Green went on the air at 9:20 p. m. (CST) to tell the listeners it was exactly what the Republicans were going to advocate in the first place.

Eversharp Budget

LARRY ROBBINS, vice president and sales manager of Eversharp Inc., Chicago, said last week that the firm will spend more than $6,500,000 for advertising this year, in an address before the Sales Executives Club, New York. Appropriation includes all radio used by Eversharp on behalf of pens and pencils and excludes Eversharp Schick Injector Razor Division advertising budget.

NBC Radio-Recording Division Holds Meeting

A FIVE-DAY meeting of sales representatives of NBC's Radio-Recording Division was held last week at network headquarters in New York.

Willis B. Parsons, manager of Thesaurus and Syndicated Sales, presided. Speakers at the meeting included Norman Cloutier, Thesaurus program manager; Bert Wood, syndicated program manager; George Stewart, national recording supervisor, and William Seth, director of advertising and promotion for Radio-Recording.

Committee Adds

THE ADVERTISING Research Foundation, New York, because of increased activities, has enlarged its technical committee from 4 to 11 members, it was announced last week by Stuart Peabody, chairman of the Foundation's Board of Directors. Committee members appointed are: Otis A. Kenyon, Kenyon & Eckhardt, chairman; Robert B. Brown, Bristol-Myers Co.; Robert T. Browne, Pillsbury Mills; John Caples, BBDO; Arno H. Johnson, J. Walter Thompson Co.; John F. Kurie, M & M Ltd.; Dr. Wallace H. Wulfeck, Federal Adv. Original technical committee, appointed in 1941, is composed of Dr. George H. Gallup, Young & Rubicam; David E. Robinson, La Roche & Ellis; Dr. D. P. Smelser, Procter & Gamble; H. M. Warren, National Carbon Co.

KELO
S. FANTLE, JR., PRES.
TED MATTHEWS, VICE PRES.-CONT. MGR.
EVANS NORD, PGM. MGR.
MIDCONTINENT BROADCASTING COMPANY
SIOUX FALLS, SOUTH DAKOTA

TALK ABOUT RESPONSE!

In the September 16th issue of BROADCASTING Magazine, under this same letterhead, KELO told the story of its operation under a new ownership—Midcontinent Broadcasting Company, as a full time affiliate of the nation's number one network, NBC. We also told of our alert Promotion and Merchandising Department, one that is keyed to your demands for complete coverage in this market. We added information about our United Press News Service, Standard Radio Transcription Library and of our experienced personnel with the know-how and the desire to produce results for you.

Normally, we could expect a scattered response to our story, but a look at our program schedule today shows we made an even greater impression than anticipated. Evidently the fast growing Sioux Falls market needs no introduction to men of advertising.

P. S. The John E. Pearson Company can provide you with information concerning this picture.

HEADLEY-REED COMPANY

REPRESENTING RADIO STATIONS EXCLUSIVELY

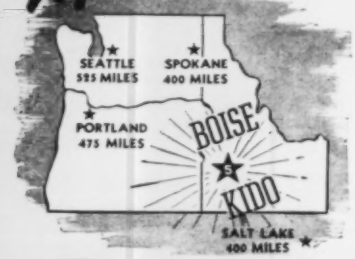
NEW YORK CHICAGO DETROIT ATLANTA LOS ANGELES SAN FRANCISCO

ALL OFFICES COMPANY OWNED AND OPERATED

THE PACIFIC NORTHWEST'S

5TH MAJOR

Market



Stands Alone

Living 400 miles from the nearest other major trading center this market's 166,500 people spend their income IN their home market.

This isolation also means they can not be effectively reached except by a medium IN their home market.

Get your share of the $1402 per capita retail sales in this "one-buy" market for little cost. Schedule the station that has a 92% regular radio family circulation and delivers 81% to 95% of the tune-in at any hour!

Get ALL the interesting facts. Write, or ask your John Blair man, for a copy of the new booklet . . .

"Reap a Rich Sales Harvest"

KIDO

Basic NBC Outlet

Dominates the Boise Market

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Gamble

(*Continued from page 38*)

promptly so as to earn the discounts allowed—thus, radio stations which do not allow the discount receive prompt payment from agencies along with the media that do.

Free Ride

In other words, a great many stations are hooking on to this effective system to enjoy a "free ride."

Since they share in the benefits, why are three-fourths of the stations doing nothing to make this prompt payment possible? Why have three stations out of every four been slow to share the responsibility?

Perhaps agencies have been slow to make clear the great need for the cash discount. If this has been our fault, we are making amends now. But perhaps there are misconceptions, too.

Does the station owner believe that adoption of the discount must come out of his present earnings and mean a loss of revenue? This need never be the case. He suffers no loss of revenue when he makes allowance for the discount in setting his gross rate. He simply determines the net amount he wants to receive, and to this he adds the amount of the discount—when the discount is deducted, he still receives the same net.

"Do you mean that you are still urging me to raise my rate?" the station owner may say.

Clearly, we are not. Making a provision for the cash discount does *not* raise the rate to the advertiser since the advertiser always deducts the discount when he earns it by paying promptly. He still continues to pay only the same net rate.

"But if I make allowance for the discount—won't this make my rate *appear* higher to the advertiser and reduce his appropriation?" the station owner may then say.

Discount Deducted

It will not, because the agency always makes allowance for the cash discount in drawing up the advertiser's time estimates. The discount is deducted. The advertiser's appropriation is based on the station's net rate.

How the discount works was carefully investigated by McGraw Hill Publishing Company, Inc., in 1941. I cite them because they published the results. Here is what they said:

"We have discussed the subject with representatives of the Association of National Advertisers, the American Association of Advertising Agencies, and with individual advertisers and agencies.

"It was their considered opinion that the cash discount, the incentive for prompt payment, should be an integral part of the advertising business.

"We have therefore decided to establish gross rates in order to provide a discount of 2%. We are making this change in our advertising rate policy because we believe the basic principle involved is in the interests of the advertiser, advertising agency and publisher alike."

DEDICATING KTOK-FM Oklahoma City in special AM-FM broadcast were Gov. Robert S. Kerr of Oklahoma (r) and Robert D. Enoch, manager of KTOK and KTOK-FM. Mr. Enoch raised the question, "What is FM?" and answered it by saying, "I don't know."

Stations Out of Gear

Advertisers, through ANA, have long been on record in official support of the 2% cash discount on national advertising. Agencies, through AAAA, have affirmed and reaffirmed its importance. The vast majority of media endorse it. But 734 radio stations are still out of gear.

There are leaders among these stations. Understanding the importance of the discount, these leaders will declare that they are no longer content to enjoy a "free ride" and are ready to assume their obligations to the national advertising structure. They will tell us that they endorse the cash discount and are making allowance for it in their next rate cards. They will join readily with the national radio networks and the radio stations which already support the discount.

We are eagerly interested to see who these leaders will be. Others will follow.

The progress in agency-station relations is encouraging. Achievements such as the Broadcast Measurement Bureau Inc., are altogether outstanding. Surely we can work together with equal effectiveness on this basic need in our financial relations—the customary 2% cash discount on national advertising.

Temporary Authority

IN FURTHER move to simplify procedure, FCC Oct. 10 provided for self-inspection of aircraft radio equipment by manufacturers distributors and dealers. A signed certification that the equipment has been inspected, posted in the aircraft, "will constitute evidence that the Commission has issued a special temporary authority for a period of 30 days" pending FCC action on the formal application for station license. The Commission declared that the certificate must accompany application.

To highlight your twilight hour . . . . .

WDSU

PRESENTS

"Between the Verse"

A starlit interlude of poetry set to music, with Shirley Kilgore, narrator
(Now available for sponsorship)

1280 DIAL

..... F.M. Conditional Grant
..... Only local 24-hour radio station
..... 5,000 Watts, delivering 20,000 Watts
..... in the populated areas of the Gulf Coast States.
..... Carrying BOTH Associated Press & United Press News Service.

NEW ORLEANS

ABC Affiliate . . . . . John Blair, Representative

NIGHT AND DAY

It's WFLA

ON FLORIDA'S WEST COAST

TAMPA
ST. PETERSBURG

We claimed it . . . Hooper confirmed it . . . Results prove it . . . WFLA is the most-listened-to station — morning, afternoon and night — in the prosperous Tampa-St. Petersburg market.

And do not overlook this market, and the surrounding area reached by WFLA. The Tampa trade area is Florida's richest, most heavily populated. Here, 787,112 people work and live. They are permanent residents. They represent agriculture, industry, commerce and business. They form a stable, steady year 'round market and many millions of dollars in buying power. With the annual influx of winter visitors, advertisers who use WFLA enjoy, at no extra cost, a bonus audience with vacation money to spend.

To cover the heart of this rich territory, effectively and thoroughly, use WFLA, the most-listened-to station in the Tampa-St. Petersburg market — morning, afternoon and night!

C. E. HOOPER, INC.
Dec., 1945 Thru April, 1946
STATION LISTENING INDEX
Tampa - St. Petersburg, Florida

	WEEKDAY MORNING 8 A. M. - 12:00 A. M. %	WEEKDAY AFTERNOON 12:00 A. M. - 6 P. M. %	EVERY EVENING 6 P. M. - 10 P. M. %	TOTAL RATED TIME PERIODS %
WFLA	32.7	39.4	45.8	41.9
STA. "B"	21.5	29.6	29.8	28.1
STA. "C"	29.9	16.3	13.6	17.4
STA. "D"	15.3	14.3	9.7	11.9

WFLA
TAMPA
The Tampa Tribune Station
NBC

National Representative JOHN BLAIR & CO.
Southeastern Representative HARRY E. CUMMINGS, Jacksonville, Fla.

WBA

TYPE OF PRODUCT	Consumer Preference	Distribution
BREAD "A"	60%	96%
BREAD "B"	27%	95%
BREAD "C"	6%	66%
BREAD—OTHERS	7%	64%
CATSUP "A"	53%	72%
CATSUP "B"	28%	68%
CATSUP "C"	3%	23%
CATSUP—OTHERS	16%	18%
CHEESE SPREADS "A"	48%	74%
CHEESE SPREADS "B"	35%	58%
CHEESE SPREADS "C"	2%	28%
CHEESE SPREADS—OTHERS	15%	17%
CLEANSER "A"	77%	96%
CLEANSER "B"	9%	80%
CLEANSER "C"	6%	76%
CLEANSER—OTHERS	8%	64%

TYPE OF PRODUCT	Consumer Preference	Distribution
COFFEE "A"	71%	98%
COFFEE "B"	13%	86%
COFFEE "C"	13%	82%
COFFEE—OTHERS	3%	66%
DOG FOOD "A"	15%	50%
DOG FOOD "B"	15%	38%
DOG FOOD "C"	12%	29%
DOG FOOD—OTHERS	58%	28%
PEANUT BUTTER "A"	45%	68%
PEANUT BUTTER "B"	20%	28%
PEANUT BUTTER "C"	6%	20%
PEANUT BUTTER—OTHERS	29%	13%
CANNED SOUP "A"	97%	99%
CANNED SOUP "B"	2%	81%
CANNED SOUP "C"	00%	00%
CANNED SOUP—OTHERS	1%	19%

—This is just a partial list of the products surveyed. For complete list see coupon at right.

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

AL knows the score!

We've just completed a thorough survey of sales of leading products sold in food stores in the Baltimore area

How much coffee is sold in Baltimore? How much soap powder? Who sells the most peanut butter in the country's sixth largest city? (That's Baltimore). Who leads the field in canned soup? WBAL knows all the answers .... because we kept the score.

Our wide-awake Merchandise Department, under the supervision of Jack Tappin, did all the legwork themselves. Visited the stores personally, and have come up with some facts and figures that will set your eyes "a-poppin" and your ears "a-wigglin."

WBAL is making this information available to you. Just send the coupon below—check the product in which you are interested .... and a copy of the survey will be sent to you pronto. In some cases, a comparison with a similar survey made 6 months ago is included.

MAIL THIS COUPON

STATION WBAL, BALTIMORE, MD.

Please send me the survey I have checked:

☐ Apple Juice	☐ Frosted Foods	☐ Soft Drinks (sm.)
☐ Baking Powder	☐ Macaroni	☐ Soup (Canned)
☐ Bread	☐ Milk (Fresh)	☐ Soup (Dehydrated Mix)
☐ Catsup	☐ Mustard	☐ Sparkling Sodas
☐ Cheese Spreads	☐ Peanut Butter	☐ Table Salt
☐ Cleansers	☐ Prune Juice	☐ Tea
☐ Coffee	☐ Pudding	☐ Toilet Soap
☐ Coffee (Instant)	☐ Saltine Crackers	☐ Wax (Liquid)
☐ Dog Food	☐ Soft Drinks (lg.)	☐ Wax (Cake)

Name .....

Address .....

WBAL
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S GREAT RADIO STATIONS

Editorial

How About This One?

THE FCC, without a hearing, on Oct. 11 authorized a new 1,000 w daytime station on 800 kc in Knoxville to Preacher J. Harold Smith, whose paid religious broadcasts had been booted off WNOX Knoxville.

Rev. Smith last May had a mass meeting in Knoxville, attended by visiting preachers, who berated throwing off religious programs on a sponsored basis and who attacked the stations in Congress and in the courts. A collection was taken for a new station.

The application, filed by Rev. Smith, his wife, and a third party, stated that "paid religious broadcasting will be accepted by us." Among those who attended the May mass meeting and spoke in Rev. Smith's behalf was Rev. Harvey H. Springer, "cowboy pastor" of Denver, who publishes *The Western Voice*. The *Knoxville News-Sentinel*, Scripps-Howard newspaper and affiliate of WNOX, in its May 6 issue reported that Rev. Springer's newspaper ran contributions by Gerald L. K. Smith, head of America First, Gerald Winrod and other writers "of the Silver Shirt type."

The FCC's vaunted Blue Book does something more than frown upon sale of time for religious broadcasts. There are at least four references to them which can be so interpreted.

We think the FCC owes to its licensees and to the public an explanation of this latest action. Does the grant nullify the Blue Book? Does the FCC advocate sale of time for religious broadcasts? Or is this the character of "newcomer" we are to expect under a new concept of free competition?

The NABET Lesson

IN THESE days of labor unrest no one can be sure where the lightning will strike. It struck for four of the Westinghouse stations a few weeks ago and terminated in a manner unique in labor annals.

The 18-day strike ended on Oct. 11, when the National Assn. of Broadcast Engineers and Technicians, an independent union, acceded to terms proposed by Westinghouse. The settlement came at the identical figure of $90 for a 40-hour week originally offered, as against the NABET demand of $125.

Westinghouse officials and supervisors, from Vice President Walter C. Evans down, rolled up their sleeves and went to work when the strike was called. They operated the 50,000-watt transmitters and rode the gains.

Westinghouse was in a good position. Its supervisors didn't carry union cards. Its executives for the most part had come up through the technical ranks.

There's an object lesson in this for all radio. Collective bargaining is the established order. But when it fails, what can a station do?

The Westinghouse lesson is to have sufficient supervisory employes available to operate equipment in an emergency. Radio, as a whole, has proof sufficient that it deals fairly.

Westinghouse made what it regarded as a reasonable offer to NABET. The fact that NABET accepted, certainly is proof that NABET never expected to get what it originally asked. It probably means that NABET will be more temperate in future negotiations. And it certainly serves notice to other unions that reasonable demands augur for reasonable settlements and fair play.

Beyond the NAB Agenda

AMERICAN broadcasters, convention-starved and Blue-Book fatigued, meet in Chicago this week for their first "peace-time" inventory and a long, hard, cold look ahead.

Old broadcasters and newcomers alike are wondering: how long will AM remain the anchor service? When must we go into television? What about this free competition? Labor costs, Petrillo, ASCAP, AFRA? Is there a depression dead ahead or is it going to be a little dip? What lies beyond the Blue Book?

Other problems: uniform time for radio through elimination of daylight time and the confusion it brings; what to do about improving program standards through self-imposed methods, rather than by submission to an illegal Blue Book; how to cope with political onslaughts and shakedowns of time; how to meet inevitable "divide and conquer" thrusts of labor unions; whither BMB?

All these things are on the agenda in one fashion or another. But don't expect all the answers. These are complex questions not susceptible of simple solution. The times aren't yet normal.

These issues are relevant and important. But there's another that takes precedence, and it isn't on the agenda. It is ever-present. Radio operation begins with a license—the franchise to operate. The license flows from an allocations structure. Allocations are developed pursuant to Congressional authorization, now mandated to the FCC under the Communications Act of 1934, which incorporates the provisions of the Radio Act of 1927. Then there were 500 stations—all AM. Then television was a Utopian dream; FM unborn.

Apace with radio, the NAB has grown from a social club into a formidable association of more than 1,000 members. It has a well-balanced staff headed by President Justin Miller, who makes his debut before this convention after one-year of indoctrination.

Judge Miller has exhibited a keen perception of radio. He has met many broadcasters at NAB district meetings. He has come to grips with some of radio's paramount problems in that year. He has acquitted himself well at board meetings, in public appearances and upon the rostrum.

Yet there's no question more basic than allocations; none more vital than legislation. International conferences on allocations already are under way and reach their zenith next year when the International Telecommunications Conference is held—first since 1938. Then the ultra-high frequencies hadn't been harnessed; radar and loran and other war-born miracles were unknown; FM and television were not practically accepted.

At these parleys world allocations are devised. If adequate room isn't provided for the mass media (and that means all broadcast service) radio's future development will be inhibited if not stifled.

Legislation logically follows treaty allocations. New legislation is overdue.

The NAB, organization-wise, has the manpower to cope with these fundamental deliberations ahead. But it should not permit this large and critical problem to be submerged beneath a docket of lesser issues.

Cautious preparation now will avoid travail and possible disaster a year from now.

Our Respects To—

FRANCIS MARION (Scoop) RUSSELL

WHEN THE newly elected board of the NAB convenes in Chicago Friday to appraise the work of its annual convention adjourned the day before, "Scoop" Russell will saunter in as a matter of habit. For it will be his sixteenth year as a board member, sometimes elected, sometimes designated, but always as the vice president of NBC in charge of its Washington activities, and practically always as the devil's advocate.

"Dean" Russell (he's the oldest member of the board in point of continuous service) is practically the original and perennial controversial issue in Washington radio. He has never ducked a fight. And if perchance tranquility reigns too long, he can always be relied upon to stir things up.

It isn't that "Scoop" dotes on discord. He thinks it's wrong for radio to become complacent and smug. His most ardent adversaries readily confess that "Scoop," in his peregrinations on the Washington radio scene these past 17 years, has been a wholesome influence toward radio's overall betterment.

As vice president of NBC in charge of Washington operations, Mr. Russell's activities encompass direction of WRC, NBC-owned outlet, as well as the sizeable budget of network program originations from the Nation's Capital. Having the faculty of picking the right man for the job, he has successfully delegated most of those operating functions over the years. His present right bower is Carleton Smith, WRC general manager, who rose, under the Russell tutelage, from junior announcer. And that which isn't performed by the efficient Mr. Smith is handled ably when Mr. Russell is otherwise occupied, by Mrs. Gladys Murphy Borras, his assistant virtually since he took over the vice presidential helm in Washington.

In addition to being dean of the NAB board, Mr. Russell at 51, also is the dean of Washington's executive radio corps. Politically sagacious, he knows more about national politics and politicians than anybody identified with radio. He's rubbed elbows with them since 1921, when as a corn-fed Iowa lad of 26 he came to Washington as assistant to Assistant Secretary of Agriculture Charles W. Pugsley, who had left his editorship of the *Nebraska Farm Journal* to accept call to the junior cabinet. The Secretary of Agriculture then was Henry Wallace the elder.

Christened Francis Marion, he calls himself Frank, and is known as "Scoop." He organ-

(Continued on page 120)

They Love Good Music

"I turn on WQXR first thing in the morning; I turn it off with the lights at night," writes a listener . . one among thousands who have expressed their devotion to WQXR. More than half a million New York families—"a city within a city"—feel this way about WQXR's programs. They tune to WQXR for 62% of their radio listening time.

Over 70 advertisers currently use WQXR . . . many have been on WQXR continuously for more than five years. These sponsors receive loyal support from the WQXR audience . . . discriminating people of above-average incomes, definite in their tastes. For effective advertising, buy WQXR, famed for good music and news bulletins of The New York Times.

WQXR

Radio Station of The New York Times

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

Respects

(*Continued from page 118*)

ized and ran the Department of Agriculture Press Service. Then he got an inspiration and set up the first radio news service in any Government department. That became the radio extension service of the Department. It also was the progenitor of radio service, script and production units in practically every one of the departmental and alphabetical agencies in Washington.

It was "Scoop" Russell who introduced to agriculture and to radio such figures as Sam Pickard, ex-commissioner of the Radio Commission and former CBS vice president; Capt. Harry C. Butcher, former CBS Washington vice president (it is alleged "Scoop" introduced "Butch" to CBS President Bill Paley) who now runs his own KIST in Santa Barbara after having served three years with Eisenhower; and Milton Eisenhower, brother of General Ike, who filled Russell's brogans when he left the Agriculture Dept. in 1929, and who now is President of Kansas State College.

Born in Iowa

Of Russell the youth, little is known beyond that which he has permitted to trickle out. In an autobiography for NBC released in 1944, he reveals he was born in Lohrville, Ia., a community of about 400, on June 23, 1895. Later, the family moved to Ames, site of Iowa State College. He was graduated from high school in 1914, and attended Iowa State, specializing in agriculture and journalism. By 1919, after a year in the Army, he had completed his college course.

"My first job," Mr. Russell disclosed, "was in the Omaha stockyards as a writer on a livestock daily. Then I irritated the Omaha Grain Exchange as a publicist for a couple of farm organizations. I came into contact with Charles W. Pugsley, editor of the *Nebraska Farm Journal*," he explained. That was the contact which resulted in his migration to Washington.

Later he became assistant to Secretaries Wallace (sr.), Gore, Jardine and Hyde. He had much to do with the production of the *National Farm and Home Hour* carried by NBC, originated by Frank E. Mullen, then the network's farm director, and now its vice president and general manager.

In mid-April 1929, M. H. Aylesworth, first president of NBC, approached the young bureaucrat. To quote again from that autobiography:

> He (Mr. Aylesworth) asked me how I would . . . I stopped him right there and said I would . . . so I became vice president in charge of the Washington office of NBC and have been ever since.

Thus began a radio career as active, if not as explosive, as any in the art. In addition to NBC and NAB policy activities, "Scoop" serves on the board of Broadcast Measurement Bureau, and during the war was an industry member of the Broadcast Committee (IV) of the Board of War Communications.

Mr. Russell is the father of four. Jean, in her twenties, and Jack, a former Senate page in his 'teens, are by a former marriage. He has a daughter, Gale, 2, and a son, Morgan Niles, 10 months. He married Phebe Gale in 1940. She once had been publicity director of WRC, and is one of Washington's prettiest and best-known hostesses.

The Russells have a South Shore home near Annapolis, Md., some 30 miles from Washington. They move into town during the winter. While "Scoop" claims he has no hobbies "except a desire to get as far away from radio as I can as often as I can," he recently became interested in his wife's hobby of sail-boating. He also claims fame as an amateur chef.

"No biography is complete without fraternal affiliations," says Mr. Russell in that 1944 autobiography. "In college I was a member of Phi Delta Theta, Sigma Delta Chi and Theta Nu Epsilon (TNE). If my memory serves me correctly, the latter-named organizatiton existed in several schools for the sake of registering some influence upon student activities. I am quite certain it had nothing to do with my selection as editor of the college newspaper in 1919, but strangely enough, I do not recall that members of TNE were without collegiate glory."

Mother in Washington

Mr. Russell's mother—in her seventies—until a year ago maintained her own apartment in Washington. "Scoop" (she calls him Marion) never failed to breakfast with her on Sundays when he was in town. She now lives in Elba, N. Y., near her daughter.

And about that nickname "Scoop." Legend has it that, while working on the *Omaha Bee* during World War I, he scooped the world by uncovering a plot of German spies to dynamite an important midwestern bridge. But your correspondent learned on unimpeachable authority, that it wasn't in Omaha, but in Ames; it wasn't the *Omaha Bee*, but the *Ames Times;* and it wasn't the work of the German spies but of section hands on the Chicago & Milwaukee who had the assignment of clearing a right of way and had never heard of that bridge.

And "Scoop" confesses he's been playing with dynamite ever since.

Unrevealed Facts

SUNDAY afternoon program of WPIK Alexandria, Va., "Liftn' the Lid," is now transcribed and played over 30 stations in the South. Series, conducted by Earl Steele and Howard Suttle, presents through interviews heretofore unrevealed facts and statements by leading government and military authorities.

KCMO is up to something!

KCMO

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

From Grayson To Moorad

Station KGW has lined up a winning team to provide its audience with a wider scope of variety in listening. George Moorad, ex-war correspondent and world-wide traveler, is now KGW's commentator and authority on things national and international. Bobby Grayson, All-American footballer, nationally-renowned sports figure, and authority on all sports, is KGW's sports consultant. Each is Portland-born; each has unparalleled knowledge of his field.

The addition of these experts to KGW's staff is indicative of the station's ever-present interest in providing better and better broadcasting service to its listeners.

Both programs are available for sponsorship. Contact your nearest Petry office, or station KGW direct.

KGW

620 ON YOUR DIAL

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Bobby Grayson's sports career started at Portland's Jefferson High School in the early 30's and climaxed at Stanford University where he played in three Rose Bowl games, was twice selected as fullback on All-American teams, and served as captain of the 1935 squad. His scholastic record in pre-legal studies was as outstanding as his football ability. Grayson was a member of Stanford's debate team in his undergraduate days, and Fortune Magazine voted him the "Outstanding Student on College Campuses" in his senior year.

Grayson has had previous radio experience with San Francisco and Portland stations. During the war he served as skipper of a minesweeper in the Central Pacific.

In addition to covering special sports events on the West Coast, Grayson broadcasts a weekly commentary over KGW at 10:15 P.M. Fridays.

"Behind The Iron Curtain", George Moorad's recently published document of observations while in Soviet-occupied Manchuria, comes from the pen of a man who has spent the past 15 years with the world as his beat. Moorad worked as a journalist in China from 1932 until 1937 when he returned to the States for three years. In 1941 he went to Australia as Public Relations Director for the Red Cross, and after Pearl Harbor covered action at Guadalcanal, the Bismarck Sea, New Guinea, the London blitz, Leghorn and Pisa in Italy, and southern France. In 1944 he visited Moscow via Teheran. He was at the San Francisco conference in 1945 and returned to the Far East for the end of the Pacific campaign. Moorad's latest job as a correspondent was at "Operation Crossroads". George Moorad is heard over Station KGW in a Monday through Friday news commentary at 5:15 P.M.

Creative

One station owner came in to see us about representation and we showed him some of the evidence we have been presenting to you in these ads.

He said, "Hey fella, I've been around and am convinced that you are the only outfit in the business with such swell evidence of things accomplished. Why don't you get on your high-geared bicycle and go out and tell this story to all the stations?"

Sorry, sir, we are just folks who sell radio time to agencies and advertisers, and that is a full time job. Maybe this letter from an important buyer of spot time will tip you off to what we do about this business of selling time for live radio stations:

"I have bought a million dollars worth of spot radio but Rambeau is the only radio representative who ever called on me . . . . We had never spent more than $100 a week in advertising but believe it or not, the Rambeau organization sold us a $78,000 contract on one station."

Do you want to hear more? Well, as Jimmie Durante says "We got a million of 'em".

That's what we mean by—

REPRESENTED BY
RAMBEAU
☆
RADIOS FIRST SPECIAL REPRESENTATIVES

Ruthrauff & Ryan Holds Video Symposium In Chicago Offices

LAUNCHING what Chicago television promoters hope to be the beginning of an agency television symposium "era," Ruthrauff & Ryan, Chicago, conducted a two-day television symposium Oct. 16-17 to inform their clients and agency account executives of television's progress.

Held in the agency's Michigan Ave. offices, informal sessions were carried by such speakers as Paul Mowrey, ABC supervisor of television, who spoke on "Advantages of Experimenting in Television Now"; Ardien B. Rodner, supervisor of television, Commonwealth Edison Co., who covered "Progress and Development of Television in Chicago" and "Techniques of the Television Commercial"; Norman C. Lindquist, assistant supervisor of television, Commonwealth Edison, "Experiences of Commonwealth Edison Co."; Paul Raibourn, president, Television Productions Inc., economist with Paramount, "The Definite Place of Television in Advertising"; Irwin Shane, editor of *Televiseor* Magazine, "Television Surveys"; and Fran Harris, director of television of Ruthrauff and Ryan, "Television Experiences of Ruthrauff and Ryan."

Although it seemed the client could have absorbed the main part of symposium by sitting home and pouring over industry trade papers, the advantage appeared to be in the fact that the group was small and clients were able to have questions answered immediately. Television demonstration sponsored by Commonwealth Edison from the studios of WBKB was included in the agenda.

At the afternoon session Wednesday, Mr. Rodner told the group that there were more clients interested in television than agencies. "Several agency executives have revealed to me that up to the present time they have been discouraging clients showing interest in television." Mr. Rodner said these agency people gave as reasons the facts that they did not have experienced personnel in television, they did not have the time they felt necessary to devote to learning something about television, and they preferred to sell the client on the media they knew. McCann-Erickson, J. Walter Thompson and other Chicago agencies are reported to be interested in conducting a similar symposium soon.

First U. S. Congress of International Authors, Composers Slated This Week

THE AMERICAN Society of Composers, Authors and Publishers will be host in Washington this week to the first meeting of the Confederation Internationale des Societes d'Auteurs et Compositeurs since 1938.

Composed of 27 nations, the Confederation will meet in the Library of Congress beginning today and closing Saturday.

Preliminary to the convention—the first scheduled in the U. S.—John G. Paine, general manager of ASCAP, held a cocktail party and news conference at the National Press Club Wednesday for the daily and trade press. Guest was Leslie Boosey of England, president of the Confederation.

Problems of authors, composers, publishers and artists will be discussed at this week's meeting and plans will be made for closer cooperation of the various societies, such as ASCAP, in the various member nations, Mr. Boosey said.

Among delegates expected to attend the Washington congress this week are, besides Messrs. Paine and Boosey: C. F. James, general manager; Erich Coats, Sir Alan Herbert and G. Hatchman, Britain; Francisco Lemuto, Francisco Canaro, Mario Benard, Argentina; Albert Willemetz, Mme. Camille Marba, Marcelle Pagnol, France; President Absil of the Belgium Society, and delegates from Holland, Sweden, Denmark, Norway, Rumania, Italy, Cuba, Uruguay, and Canada.

MBS at Convention

MUTUAL representatives attending the NAB Convention include: Edgar Kobak, president; Robert D. Swezey, executive vice president and general manager; Phillips Carlin, vice president in charge of programs; Ade Hult, vice president in charge of midwest operations; A. A. Schechter, vice president in charge of news, special events and publicity; Esterly Page, vice president in charge of engineering; Robert Schmid, vice president in charge of promotion; Jesse Barnes, vice president in charge of sales; James Wallen, treasurer; Carl Haverlin, vice president in charge of station relations; Charles Godwin, director of station relations; Paul Hancock, research statistician; Harry Le Brun, southeast field representative; Robert Carpenter, southwest field representative; Don Ioset, eastern field representative, and James Mahoney, midwest field representative.

Creative

It's a pleasure to work with station managers who have imagination, initiative and the ability to create programs and ideas really worth presenting. For example—

Take Bob Fehlman, with a station set smack in the middle of Ohio's richest agricultural area running three top farm programs daily—Farm Fair, Farm Circle and Farm Reports. That's smart! That's WHBC, Canton, Ohio.

Or WHBQ, Memphis, creating two local musical programs that lick heck out of most of the daytime network programs—Rhythm Roundup 5.2 and Jump Time 5.7. Yeah Team! Yeah Alburty!

WCLO, Janesville, Wisc. has that unusual women's program—Aunt Em—sponsored by a group of independent grocers plus some national advertisers. Aunt Em has 14 years of radio in Janesville and really knows her groceries! And Sid Bliss knows his radio!

It's "Around The Town" with Anne Cristy, the new women's participating program on WJAS, the CBS station of Pittsburgh.

And don't forget "Husing's Bandstand" on 50,000 watt WHN, New York. Nice going, Bert Lebhar.

Or "Start The Day Right" with Maurice Hart on Warner Bros.' great station—KFWB, Los Angeles.

Of course, all of them are—

REPRESENTED BY
RAMBEAU
☆
RADIOS FIRST SPECIAL REPRESENTATIVES

What's Surprising About This?

A FAR REACHING MARKET WHERE YOUR ADVERTISING DOLLAR S-T-R-E-T-C-H-E-S

Might as well be actual dollars gushing from the wells out here in the Panhandle —because the income from oil and gas alone is $194,097,850! And when you add this staggering figure to the rest of the PERMANENT industry incomes—you're faced with a market that has a $900 per capita income—and you know—that's way above the national average! YOU, TOO, can influence this wealth—through KGNC!

AFFILIATED WITH
LONE STAR CHAIN
NATIONAL BROADCASTING CO.

TAYLOR-HOWE-SNOWDEN Radio Sales

KGNC

AMARILLO, TEXAS

The Family Station in the Great Panhandle

C. P. GRANTED—10,000 WATTS DAY AND NIGHT—710 KC.

TESTIMONIAL PASTORAL

You are all fully aware of the unparalleled coverage which KFI has of the lush agricultural market in Southern California . . . a market that ranks *second* in economic importance to this area with salable produce valued at 804 millions annually. Well sir, if you'll refer to your current KFI Program Schedule (Vol. II Series CCXVIII) you will notice a program running across the board at 6:15 a.m. entitled STANDARD FARM HIGHLIGHTS. The daily reporter on this feature — Bill Stulla — recently received a request from the Superintendent of the Salvage Division of the City of Los Angeles to offer used fire hose at reasonable cost for irrigation purposes. The response to this offer from ranchers and growers was noteworthy. Just two announcements on STANDARD FARM HIGHLIGHTS resulted in the sale of over one mile of used fire hose for our city government.

AND WHY BE SUBTLE!

One important point that we'll blast at timebuyers is this: When you buy KFI you not only buy the best coverage offered in the Metropolitan Areas of Southern California, but in addition you receive the rich agricultural region outside of the Hooper Surveyed district as a *plus!* The station's long-time programming in the interest of farmers has developed a proven rural listener loyalty that pays dividends to *every* advertiser using KFI.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Conditional Grants for Five FM Stations; CP's Are Issued for Fifteen Others

CONDITIONAL GRANTS for five new FM stations and construction permits for 15 others, most of which are affiliated with AM stations, were issued by the FCC last Thursday.

At the same time, the Commission authorized a new non-commercial FM station on channel 211, 90 mc, to Fordham U., New York. Station will have effective radiated power of 3.5 kw; antenna height 200 ft.

Western Waves Inc., applicant for a new 50-kw standard station at Seattle, Wash. [BROADCASTING, Aug. 5], was the only newcomer to radio among conditional grantees. Dorothy S. Bullitt, socially prominent former music critic for *Opera Magazine*, is principal owner with 38⅓%. Other conditional grantees: Voice of the Orange Empire Ltd. (KVOE), Santa Ana; R. G. LeTourneau (WRLC Toccoa, Ga.), Long View, Tex.; Greater Muskegon Broadcasters Inc. (WMUS), Muskegon, Mich.; FM Radio and Television Corp., principally owned by Willard L. Gleeson, majority owner of Broadcasting Corp. of America (licensee of KPRO Riverside, KROP Brawley and KREO Indio, Calif.). FM Radio and Television Corp. received proposed denial for San Jose standard station (see story page 244).

Six which previously received regular permits—Argus-Press Co., Owesse, Mich., Civic Broadcasting Corp. (WOLF) Syracuse, N. Y., Central Willamette Broadcasting Co. (KWIL) Albany, Ore., WKST Inc. (WKST) New Castle, Pa., Green Bay Newspaper Co., Green Bay, Wis., and WHBY Inc. (WHBY) Green Bay, Wis.—received final grants in lieu of certain conditions specified in their previous permits.

CONSTRUCTION PERMITS

The following were authorized construction permits; conditions. (Power given is effective radiated power; antenna height given is height above average terrain):

Tribune Building Co. (KLX) Oakland, Calif.—Class B, 98.1 mc (channel No. 251), 6.4 kw, 223 feet.

Delaware Bcstg. Co. (WILM) Wilmington, Del.—Class B, 101.1 mc (266), 20 kw, 500 feet.

Southern Media Corp., Coral Gables, Fla.—Class A, 104.3 mc (282), 270 w, 208 feet.

Wabash Valley Bcstg. Corp. (KTHI) Terre Haute, Ind.—Class B, 96.3 mc (242), 20 kw, 305 feet.

Winchester Sun Co., Winchester, Ky.—Class A, 104.3 mc (282), 975 w, 250 feet.

Leonard A. Versluis (WLAV) Grand Rapids, Mich.—Class B, 93.9 mc (230), 10.6 kw, 290 feet.

WJIM Inc. (WJIM) Lansing, Mich.—Class B, 99.5 mc (258), 53 kw, 360 feet.

Southern Minn. Bcstg. Co. (KROC) Rochester, Minn.—Class B, 94.7 mc (234), 20 kw, 500 feet.

Parker Bros. Inc., Ahoskie, N. C.—Class A, 104.3 mc (282), 665 w, 300 feet.

Eastern Carolina Bcstg. Co. (WGBR) Goldsboro, N. C.—Class B, 99.7 mc (259), 35 kw, 500 feet.

Lucian E. Kinn, Fostoria, Ohio—Class B, 102.7 mc (274), 8.5 kw, 420 feet.

Siskiyou Bcstg. Co., Ashland, Ore.—Class A, 104.7 mc (284), 270 w, 1470 feet.

Union Bcstg. Co. (WARM) Scranton, Pa.—Class B, 100.5 mc (263), 6 kw, 780 feet.

Piedmont Bcstg. Corp. (WBTM) Danville, Va.—Class B, 92.1 mc (221), 31 kw, 615 feet.

WJMC Inc. (WJMC) Rice Lake, Wis.—Class B, 99.7 mc (259), 4.4 kw, 360 feet.

Johnson Named

WILLARD JOHNSON, vice president of the National Conference of Christians and Jews, has been appointed president of the newly organized Religious Radio Assn. The association was formed as a result of several years of study by Catholic, Protestant and Jewish religious leaders concerned with radio, and the Institute for Education by Radio held at Ohio State U., Columbus, Ohio. Originally sponsored by the National Conference of Christians and Jews, the association is open to all who are concerned with religious radio and who subscribe to the principles of the constitution.

Video Grant

CONSTRUCTION PERMIT for new television station was granted Associated Broadcasters Inc., licensee of KSFO San Francisco, by FCC last Thursday. Grant for channel 5, 76-82 mc, with 23.6 kw visual power; aural: 12.6 kw and antenna height 583 feet. Main studio, permittee said, will be in Mark Hopkins Hotel, on Nob Hill; antenna on top of hostelry. Wesley I. Dumm is head of Associated Broadcasters.

Truman Televised

NBC CAMERAS filmed President Truman's talk to the nation on Oct. 14, and telecast the films 8 p. m. Tuesday night over WNBT, NBC's New York television station. Filming was arranged by Paul Alley, director of film programs for NBC television, and George Sandefer, NBC Washington television director. Harry Tugander was cameraman.

COMMERCIAL RADIO 'OUT' FOR GERMANY

COMPETITIVE RADIO in Germany, similar to that of the U. S., "is beyond the economic reach" of the German people, the U. S. Education Mission to Germany, said in its report last week to the State and War Depts.

While the Mission was concerned primarily with the educational system in Germany, it said that the "return of the radio to German authority offers particular difficulties." Radio, under U. S. guidance (in the American zone) has given the German people American type programs, including discussion forums—something unheard of under the Nazi regime.

Broadcasts designed for school use, similar to those in this country, have been successfully used in some schools, the Mission pointed out.

The Mission was headed by Dr. George F. Zook, president, American Council on Education.

Again the mighty Mississippi forms a backdrop for a bright new industry in Dubuque. Blueprints are finished and construction has begun on the Virginia Carolina Chemical Company, manufacturers of the chemical fertilizers so vital to Midwestern farming regions. WKBB welcomes the Virginia Carolina Company, being built near Dubuque's sturdy old landmark, the Shot Tower, and is pleased to see it join other leading industries in Iowa's fastest growing city. To advertise your product, take advantage of WKBB . . . first in radio listnership in Dubuque morning, noon and night.

James D. Carpenter—Executive Vice President
Represented by—Howard H. Wilson Co.

WKBB DUBUQUE IOWA
AFFILIATED WITH AMERICAN BROADCASTING COMPANY

Hunting The Hard Way

Those who hunt with bow and arrow are true sportsmen, but not as apt to get their stag as the man who uses a modern rifle.

If you're hunting *maximum response* to your programs in the South's number-one market—Atlanta—be guided by *today's* Atlanta listener habits . . . not those of a decade ago.

Remember—WAGA has gained more in popularity the past three years than *any* other Atlanta radio station.

WAGA
ATLANTA

5000 watts on 590 kc — American Broadcasting Company
Represented by Headley-Reed

FM station control

Accurate indication of station performance with the new G-E FM Station Monitor, simplified station control with the new G-E Control Console — here are important General Electric contributions designed to help keep *your* station performance at top efficiency. For the facts about these important units—call your G-E broadcast sales engineer or write to *Electronics Department, General Electric Company, Syracuse 1, N. Y.*

WITH THE *NEW* G-E FM STATION MONITOR TYPE BM-1-A

For your FM Carrier

G-E FM Station Monitor
type BM-1-A

Better station operation begins with *accurate* measurements. General Electric, pioneer designer of FM monitors, announces the BM-1-A—the new FM monitor that meets *all* FCC requirements for measuring *all* FM transmitter functions.

- **Center frequency indicator.** Direct-reading instrument measures carrier frequency over +3000 c-p-s range, with or without modulation.
- **Modulation indicator.** Two-scale, direct-reading instrument shows frequency swing. Percentage scale, 0 to 133 percent. Decibel scale, −20 to +3 db range.
- **High-fidelity audio monitor.** Two volts output into 600-ohm balanced line. Frequency characteristic follows standard de-emphasis curve within ±0.5 db between 50 and 15,000 cps.
- **Over-modulation flasher.** Front panel control adjustable to indicate peaks exceeding any value between 50 and 120 per cent modulation.
- **Transmitter "proof-of-performance".** 20-volt high impedance audio output with less than 0.25 per cent distortion and noise level approximately 75 db below full modulation level. Will operate commercial distortion meters for FCC tests.
- **R-f input level indicator.** Approximately 1.0 watt in 50-ohm line, with indicator to show correct level.
- **Illuminated meter scales.**
- **Easy-to-get-at.** Hinged front panel provides ready accessibility.
- **Ready to operate.** Connect it to your transmitter. Plug it into your 115-volt, a-c line.
- **FCC approved.**

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-E10-6914

at a glance!

The G-E Desk-Top Control Console that *every* station can afford, type BC-3-A

WITH THE *NEW* G-E DESK-TOP CONTROL CONSOLE TYPE BC-3-A

Flexible and compact, equipped with every mixing and switching facility required by the modern broadcast station—FM or AM—the new G-E Control Console centralizes all major station functions under instantaneous finger-tip control.

- Control provisions for 2 local turntables and 2 microphones.
- Mixer circuits connect either microphone with either turntable.
- 8-position, push-button control for audio monitoring.
- Illuminated VU meter.
- Jacks for (1) "proof-of performance runs", (2) transfer-line switching to control-room rack, and (3) routine a-f measurements.
- Line transfer switch makes it possible to use telephone line for order wire service—*without equalization.*
- Monitor amplifier and speaker transfer switch.
- Master gain control in 0.5-db steps.
- Input connections for two audio lines.
- 4 heavy-duty switches for tower lights, sleet melters, lightning trip circuits, carrier alarm, etc.
- High degree of flexibility to meet operational requirements. Accessible terminal board.
- Two-tone, blue-gray cabinet with sloping panel, only 12 inches high, 40 inches long.
- Full visibility of controls and transmitter.
- Easy-to-get-at. Designed with piano-hinged front panel.
- Economical and easy to install.

Have you placed your order yet?

G-E High-Fidelity Audio Facilities

Write for the complete data on General Electric's new line of quality speech—input units—preamplifiers, program amplifiers, line and isolation amplifiers, monitoring amplifiers, monitoring loudspeakers. De luxe in performance and appearance. Flexible, convenient, reliable. Yet at a price *every* station can afford.

NTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*

KFMB
Sells
SAN DIEGO

San Diego Leads Again! "Sales Management" Index places San Diego SECOND in U. S. percentage of gain in total sales and services You can reach this market "from within" completely and economically with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

Hon. Justin Miller
NAB Convention
Chicago

Dear Jedge:

Gosh I'd sure like to be in Chicago with you this week but the boss says I'd better keep an eye on things while he's gone. For instance, here's a letter from one of our listeners who's mad as all get-out 'cause we carry early morning hill billy music. He enjoys listening to our Saturday and Sunday symphony programs and especially likes to hear our Charleston Symphony broadcasts (for which we clear commercial time every other month). But I reckon if this fellow knew about the extra mail boy we hired to handle the hill billy mail that keeps pouring into WCHS, he'd understand why we carry such a varied program schedule here at WCHS. Yes Sir, it takes all kinds of people to make a world and all kinds of programs to please 'em!

Yrs,
Algy

WCHS
Charleston, W. Va.

Nafzger

(*Continued from page 44*)

without considerable delay. The transmission of any material by radio is almost instantaneous and the speed of distribution in facsimile is now based upon a transmission of approximately 500 words per minute. Facsimile is the potential answer to multiple edition and circulation problems.

Supplemental Service

No doubt there will be those who may look upon facsimile as a service which will but duplicate, or eventually supplant, an existing operation and investment. If such is their present viewpoint they will be wise to reconsider and carefully investigate facsimile, taking into consideration both its advantages and its limitations. After such an investigation they probably will come to the conclusion that facsimile provides a means of supplementing an existing operation, and that it is a natural and modern adjunct to a newspaper. They will realize that while facsimile has all the advantages of radio in speed of transmission it also has the limitation imposed by a reproducer which must be within the means of the average person, in addition to the cost of the paper used by the reproducer. The reproducer must be reasonably compact. Thus the width of the copy reproduced will be restricted accordingly. The paper cost is a variable and it would be impossible to make any prediction as to its eventual cost or method of supply. However in order to maintain an appreciation of its value it is probable that the user will always have an investment in the paper and thus will exert a control over the amount of use.

It is still a matter of experimentation to determine what type of service, or material, the public will accept, however it would appear that the public will not accept a service which in their opinion tends to waste paper. It would be assumed that the initial service may be one based upon news bulletins, stock reports, quotations, scores and pictures, a type of material which extends the continuity of service between newspaper editions. It is possible that the facsimile service will either follow a definite schedule, such as every hour on the hour, or a continuing service in which the material is given several repeats, until such time as automatic control is available. Automatic control will provide a facility whereby the transmitter may turn the reproducer on and off without the use of clocks or attention on the part of the user. This is also based upon the assumption that eventually a facsimile reproducer will be complete as a separate receiver and printer unit and will not require the attention of the user other than the replacement of the paper supply. In its initial use it is probable that facsimile will take advantage of the transmission facilities of FM stations, thus the user of the service will have to switch from the loudspeaker of his FM receiver to the facsimile printer. In addition to this requirement it tends to restrict facsimile to a secondary service, dependent upon the aural program schedule of the channel, therefore it appears necessary that facsimile must eventually be independent of other radio services, and must be available 24 hours of the day.

It is of course impossible to predict the method of programming which will be of greatest value to both the public and the newspaper. In some instances it may be used as a promotional medium for the newspaper while in other instances it will include advertising. In the use of advertising, since the paper cost to the user must be considered, it may be that a type of sponsorship comparable to that used on radio programs will be most suitable. With this method of sponsorship the advertiser would be credited with pictures or features.

Cost of Paper

In dwelling upon the paper cost factor it is obvious that the cost will exceed that of a newspaper with an equivalent amount of material. While it may be argued that this additional cost is justified by the speed and convenience of the service it must not be overlooked that the user has an investment in the receiver-reproducer which he expects to be justified. The paper cost is a factor which all facsimile equipment manufacturers recognize and it is not intended to imply that this cost will retard facsimile. It is but emphasis of the fact that facsimile will be a specialized type of service and that the detail and intelligence of its planning, and use, may have an important bearing upon its public acceptance.

In planning on facsimile it must not be overlooked that a selection of services may be available to the public. Under such circumstances a facsimile operation will be comparable to that of radio stations in that the preference of services will determine the circulation.

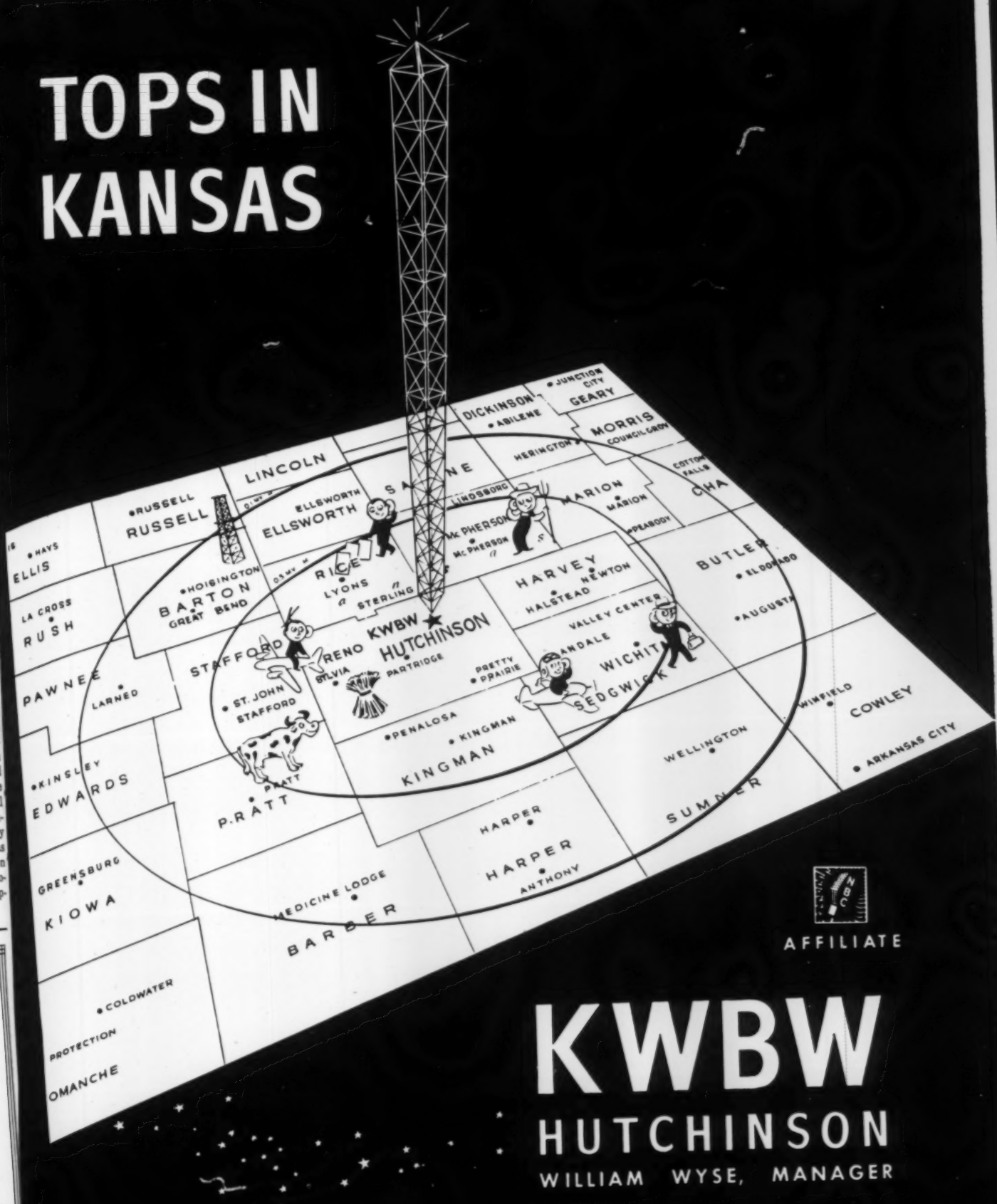
In considering facsimile we must not assume that it has reached a state of perfection. We must accept the fact that it will have a period of growth and development the same as any new service. As facsimile reaches the showcase of industry and public acceptance it is probable that the speed of transmission will be an important consideration for it now approaches a speed of 500 words per minute or 3½ inches of copy per minute on a page 8½ inches wide. Next it will be observed that pictures will be excellent detail. It may also be noticed that the depth of the print may not provide the contrast available in a newspaper, however it is believed that this will be satisfied by an improved type of paper and its use will probably coincide with availability of equipment. Thus it is believed that any problems yet existing will be solved without any fundamental changes in the system. In the initial stages of its use any deficiency in the body of the printed material can be overcome by intelligent programming and the selection of type sizes and styles.

Program sources for facsimile can include a network, along the lines of present news and photo services. Thus material originating at a key point could be given immediate distribution. In local operations the use of portable facilities would permit the transmission of material either to the office or to the facsimile transmitter. These portable facilities operating in conjunction with portable transmitters would also serve the purpose of quickly and accurately transmitting detailed information from a reporter to his office.

Facsimile is within reach of every newspaper and is applicable to every area and community. It is a new instrument being placed in our hands, for practical application, by those who have devoted many years towards its development. It has advantages to both newspapers and radio stations and like any new development will be attractive to others. Facsimile will have its problems, but its potential advantages more than justify its use and support. Certainly as a result of expanded participation in this field, the answer to the economics of facsimile will become apparent.

When You're Looking Over
MEMPHIS
Don't Overlook
WHHM
The Mid-South's Only 24 Hour Station!

TOPS IN KANSAS



NBC AFFILIATE

KWBW

HUTCHINSON

WILLIAM WYSE, MANAGER

NAB Convention

(*Continued from page 37*)

some to be practical. Upon registration each delegate will receive a ballot form on which he can make nominations. In addition nominations will be permitted from the floor at the Wednesday session.

Voting Procedure

All nominations are to be posted in the meeting room. First elimination of names will occur when delegates vote for four in each of the three station classifications. Finally, each delegate will vote for two of the four remaining nominees for each of the station classifications.

Though the FCC Blue Book issue has caused wide discussion of proposals to strengthen the Standards of Practice adopted in August 1945, long-range action is necessary before the Standards can be revised. First obstacle is clearance with the Dept. of Justice because of the danger of violating antitrust statutes. Antitrust fears were partly responsible for junking of the old NAB Code.

Preliminary conferences have been held recently by NAB headquarters executives with Dept. of Justice officials. Enlargement of the NAB's Standards of Practice Subcommitee, a unit of the Program Executive Committee, is the next step. When President Miller has named the enlarged committee, further conferences with the Dept. of Justice will be held. It is understood the department has pointed to possible points in proposed changes that might transgress antitrust statutes, but the discussions thus far have merely been exploratory.

Widen Range

Once the Government hurdle has been passed, NAB will be in a position to consider specific plans to broaden the scope of the Standards as well as proposals to put teeth into it through adoption of enforcement measures. A proposal to amend the by-laws to give the board formal code powers will be voted on at the Wednesday business session.

As usual at NAB meetings, the subject of resolutions will get close attention. Late last week President Miller named a Resolutions Committee, but all acceptances had not been received as BROADCASTING went to press.

Named to the committee were: Gilmore Nunn, Nunn stations, chairman; E. W. Craig, WSM Nashville; Craig Lawrence, Cowles Stations; Louis Wasmer, KGA Spokane; Franklin M. Doolittle, WDRC Hartford; Wayne Coy, WINX Washington; Walter Damm, WTMJ Milwaukee; Harold Whelahan, WSMB New Orleans; Joseph H. Ream, CBS; Robert D. Swezey, MBS; William S. Hedges, NBC.

Proposed resolutions must be submitted to C. E. Arney Jr., secretary-treasurer, by 5 p.m. Tuesday. They will be referred to the Resolutions Committee. Paramount among subjects likely to be covered are Federal regulatory policies, daylight saving time with suggestions for legislative and network action, policies covering political broadcasts, music contracts, copyright, programming and coverage methods. The daylight time subject is a sore one with hundreds of stations and may erupt into a heated discussion.

The problem of dividing the air with airplanes will come up at the Wednesday morning meeting when James Douglas, superintendent of flight operations, 3d Region, Civil Aeronautics Administration, will explain that agency's concern over the increasing number of broadcast towers.

Mr. Douglas will express the views of top CAA officials at Washington and will answer questions. Delays of six months or more in new station grants have been traced in many cases to CAA and Mr. Douglas will have a chance to explain these delays and clear up confusion on the subject.

In a last-minute program change, A. D. Willard Jr., NAB executive vice president was named to replace Robert T. Bartley, head of the FM Dept., on the Monday FM panel. Paul A. de Mars, consulting engineer and pioneer in FM development as former vice president and chief engineer of Yankee Network, was added to the list of speakers at the panel.

Two proposals to amend the by-laws will be voted on at the business session. First is one empowering the board "to enact, amend and promulgate Standards of Practice or Codes and to establish such methods to secure observance thereof as it may deem advisable." The second calls for amendment of the charter or by-laws through a majority referendum vote submitted to the membership by the board on petition of not less than 5% of the membership.

NINE DIRECTORS TO BE ELECTED

NINE directors-at-large will be elected at the Wednesday business meeting of the NAB convention, to serve for one-year terms. Two each will be elected for small, medium and large stations, with each of the three network members naming one director.

Retiring directors-at-large are: Large stations—J. Leonard Reinsch, WSB Atlanta; J. Harold Ryan, WWVA Wheeling. Medium stations—T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C. Small stations—Matthew H. Bonebrake, KOCY Oklahoma City; Clair R. McCollough, WGAL Lancaster, Pa. Representing networks—Frank Stanton, CBS New York; Frank M. Russell, NBC Washington; Edgar Kobak, MBS New York. (Mr. Kobak has stated he believes networks should not have voting power on the board but should sit as observers.)

Two new directors will take office Friday morning when the new board meets. They are: Wiley Harris, WJDX Jackson, Miss., who replaces Hoyt B. Wooten, WREC Memphis, as District 6 director; C. Bruce McConnell, WISH Indianapolis, who replaces John E. Fetzer, WKZO Kalamazoo, as District 8 director. Michael R. Hanna, WHCU Ithaca, has been serving as District 2 interim director since resignation last April of Kolin Hager, then of WGY Schenectady and now of SESAC. He was elected District 2 director for the two-year term starting Friday.

President Justin Miller has completed one year of a five-year term that began Oct. 1, 1945.

PULSE INC. SURVEYS SINGLE WOV SERIES

A SURVEY made by Pulse Inc. has recently been completed for WOV New York on the first 25,000 members (listeners) of the station's *1280 Club* program.

It is believed that this is the first survey of its kind ever to be made by a station, Ralph N. Weil, WOV station manager said. It provides the advertiser and the agency with data as to what comprises one specific group of radio listeners.

The survey revealed in the breakdown of the basic 25,000 registered listeners that of each 1000 listeners, 560 are women and 440 are men; that the majority, 763, are in the middle income group; that telephones are found in the homes of 578 (a near 60%) of 1000 listeners, while the New York average telephone ownership is 34%. The average age of listener to the *1280 Club* is, according to the survey, 23 years and 8 months.

WMFR-FM on Air

FM adjunct of WMFR High Point, N. C., WMFR-FM, began official operations Oct. 8 by holding open house. Station is assigned 97.7 mc with 1 kw power, operates 3-9 p.m. daily. Classical, concert, semi-classical, religious, Latin-American and popular music is featured. WMFR-FM also carries ABC sustainers. Station reports that set dealers have found public will not buy a receiver unless it has new FM band.

Will Use Spots

HUNTLEY, Ltd., New York, on behalf of Raffia men's toiletries, is planning to use spot announcements in the major U. S. markets as soon as merchandise is available.

so we're not exclusive...

That little sketch was inspired by an actual scene in front of Joseph Horne's Store which, incidentally, uses five half-hour programs across the board every week. So maybe it's because we're not exclusive that local merchants who know the Pittsburgh market spend their promotion dollar over our facilities. There's Gimbels with 18 fifteen-minute programs a week and other important department stores, too—Frank & Seder, Spears, Rosenbaums and Bond Clothing Stores. Want some more examples? How about Thorofare Streamline Markets and Donahoes—the city's two largest independent grocery chains with over 104 outlets—they use our selling power exclusively with programs across the board.

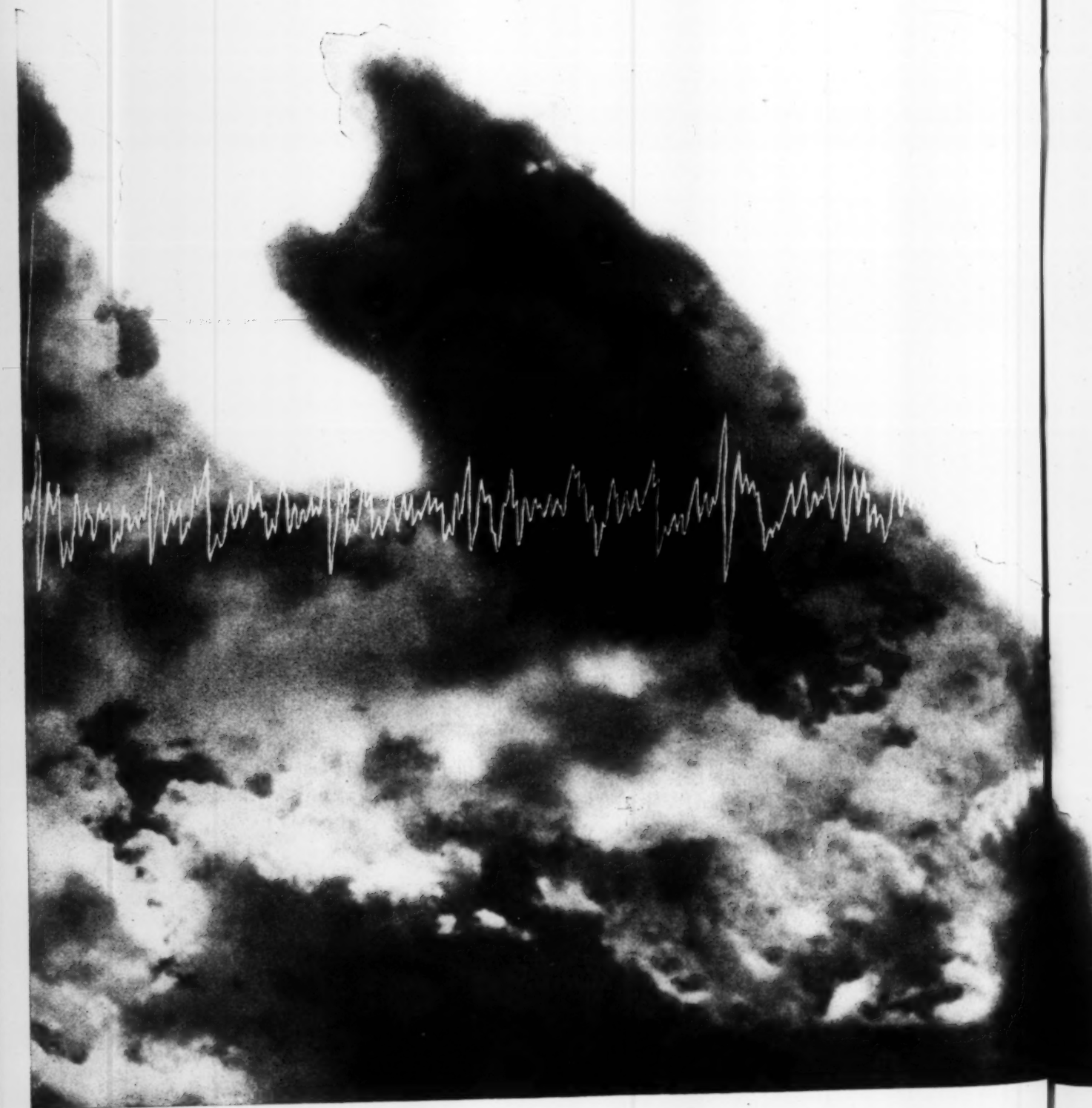
We don't have space to list all local and national* accounts we are proud of, but if local promotion-wise merchants who live in the market know the best buy—well, a word to the wise—

*Ask Forjoe & Company.

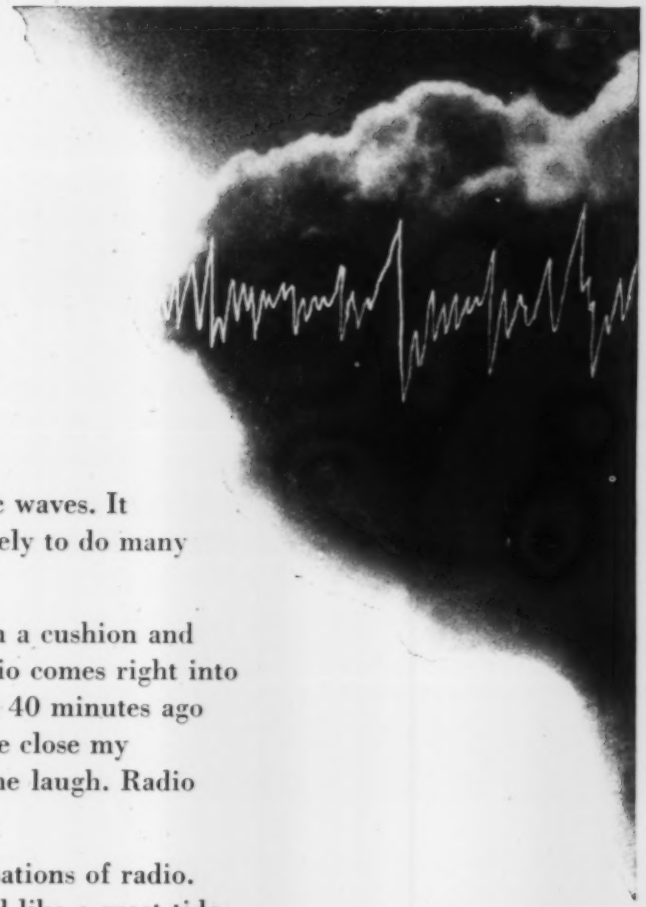
WWSW INC. and FM Affiliate WMOT, PITTSBURGH, PA.

The City's Only Independent & 24 Hour Station

The invisible force that's as bi



big as tomorrow....



Radio, says the physicist, is electro-magnetic waves. It travels invisibly at the pace of light. It is likely to do many surprising things.

Radio, says the average man with his feet on a cushion and his day at an end...radio is wonderful. Radio comes right into my living room and tells me what happened 40 minutes ago in Java. Radio gives me music that makes me close my eyes and see pictures inside. Radio makes me laugh. Radio makes me forget. Radio makes me think...

True, you can't *see* the electro-magnetic pulsations of radio. But you can surely feel them. They've spread like a great tide across every acre of America. They pull, shape, whisper, shout—they influence and they build. No single force in the life of the world has borne a responsibility for such unbiased, dependable service as today's radio.

And dependability of service is the main characteristic that marks the Fort Industry stations, serving 20,000,000 people in seven of America's important markets. With the finest skill that broadcasting has developed, we're working toward better service for listener and advertiser alike.

Radio is as big as tomorrow. And tomorrow, we think, will be all the bigger because of radio.

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WGBS, Miami, Fla.
WAGA, Atlanta, Ga. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WHIZ, Zanesville, O.

Seven New Outlets Announced by MBS

Two More Affiliates Scheduled To Increase Power

SEVEN new affiliates and rate and power increases for four other stations have been announced by MBS, bringing network's total number of stations to 359.

KBMY Billings, Mont., operating with 250 w on 1240 kc, and owned and operated by Billings Broadcasting Co., joined MBS as a fulltime affiliate Oct. 12.

Effective Nov. 1 WPLH Huntington, W. Va., owned and operated by Huntington Broadcasting Corp. and operating with 250 w on 1450 kc, joins network. On same date WWNS Statesboro, Ga., operating with 250 w on 1490 kc, affiliates with MBS. WWNS is owned by Alfred Dorman.

WSGC Elberton, Ga., operating with 250 w on 1400 kc and owned by Elberton Broadcasting Co., joins MBS as a fulltime affiliate on Nov. 1 as does KPDR Alexandria, La., operating with 250 w on 1490 kc and owned and operated by Central Louisiana Broadcasting Corp.

WKAL Rome, N. Y., operating with 250 w on 1450 kc and owned by Copper City Broadcasting Corp., joins MBS Dec. 1 and WBBQ Augusta, Ga., operating with 250 w on 1340 kc and owned by Savannah Valley Broadcasting Co. joins network Dec. 15.

WOL Washington increased its power to 5000 w Oct. 1 and increased its Mutual rate from $200 to $240. Sept. 22 WLOL Minneapolis-St. Paul increased its power to 5000 w and upped its MBS rate from $200 to $275.

WHBC Canton, Ohio, has been authorized to increase power to 5000 w Nov. 1 and also will increase its basic evening hour rate on MBS from $150 to $200. WJHP Jacksonville, Fla., has been authorized by FCC to increase power to 5000 w effective Nov. 1 and will raise basic evening hour rate on MBS from $120 to $150.

WOKO Case Deferred

ORAL ARGUMENT in the WOKO Albany, N. Y. license revocation by the FCC likely will be heard during the November term of the U. S. Supreme Court, attaches said last week. The case was not docketed in the October term.

Aviola Election

NLRB has ordered an election by secret ballot to be held as soon as possible at Aviola Corp., Phoenix, Ariz., radio manufacturers. Election is to determine whether employes desire to be represented by the United Electrical Radio and Machine Workers of America (CIO), by the International Assn. of Machinists, District Lodge No. 49, or by neither.

Boler's Appeal on NCBS Case Drew Charges From Affiliates

ACTION of John W. Boler, chairman of the board of North Central Broadcasting System, Oct. 12 in appealing to the U. S. District Court, St. Paul, to appoint a temporary receiver drew fire from the group of affiliated NCBS stations which had been operating the regional network since August 19.

Mr. Boler's move into Federal court was based, the group of trustees charged, on an effort to remove financial control from A. A. (Tony) Fahy, KABR Aberdeen, S. D., W. S. Russell, KGCU Mandan, N. D., and Ed Breen, KFVD Fort Dodge, Iowa.

Financial Arrangements

First notification the trustees had of Mr. Boler's move was when checks drawn against NCBS and signed by Fahy and Russell were returned with a statement from the bank that NCBS checks were valid only when signed by Mr. Boler, Don Clayton, a business associate, and Florence Tibeau, secretary-treasurer.

Mr. Fahy said he immediately moved to bring suit against North Central and Mr. Boler for accounts receivable to KABR. He was joined in this action by attorneys for KGCU, KLPM Minot, N. D., KDLR Devils Lake, N. D., and KGDE Fergus Falls, Minn.

These actions, calling for petitions in bankruptcy, were stymied when Mr. Boler received a restraining order from Federal Judge Bell. The Federal court also appointed Richard Kyle, St. Paul attorney, as temporary receiver, and set Nov. 15, as a date for oral arguments on Mr. Boler's petition to reorganize the network.

In a statement announcing his appeal to the Federal court under the Chandler bankruptcy act, Mr. Boler said the move had been prompted by "attempts to place NCBS into receivership and, ultimately, bankruptcy."

He said that NCBS had earlier received approval from 35 stations affiliated either with NCBS or with Mississippi Valley Network, of which he is president, for the network's reorganization and settlement of existing claims over a reasonable period of time.

Reorganization

He said NCBS will undergo a thorough reorganization and that "some changes" will be made in the affiliated station list on or before January 1, to "streamline the network and solidify it by retaining only those stations willing to give it the necessary cooperation."

Mr. Fahy said Mr. Boler's major offer consisted of an agreement whereby outside interests (believed to be the president of a vitamin manufacturing company) would meet NCBS' obligations with 20% in cash and the balance in "third class" debentures.

The creditors said that they had been approached by Mutual Broadcasting System, which has used NCBS lines into 19 stations, after Mr. Boler's contracts expired last July.

A Mutual spokesman said that Mutual had continued to pay for time purchased on the affiliates through the Boler organization inasmuch as none of the affiliates had done other than register "a mild protest" that he was not being paid. Some affiliates claim they have not received payment for Mutual programs through NCBS since last January.

"We had a contract with NCBS which we lived up to to the full letter of the law," the Mutual spokesman declared.

Mr. Fahy said that a meeting will be held Sunday in Chicago, by the NCBS creditors but that nothing further than the legal action taken could be discussed "at present."

Harry A. Holloway Dies At Desk in BBDO Office

HARRY A. HOLLOWAY, 66, assistant secretary and paymaster of BBDO, died suddenly at his desk in the New York offices of the advertising agency Oct. 14.

The oldest employe of the agency in point of service, Mr. Holloway observed his 50th anniversary with the company at a testimonial luncheon Nov. 21, 1945.

He is survived by his wife, Mrs. Jennie T. Holloway; a daughter, Mrs. Rita Rehak; and son, Girard Holloway, all of Brooklyn, N. Y.

Stevens Named

RICHARD A. STEVENS, office manager of Duane Jones Co., New York, has been appointed business manager of the agency.

Upcoming

Oct. 21-23: School Broadcast Conference, Hotel Continental, Chicago.
Oct. 23: Radio Council of New Jersey (AWD), Jersey City.
Oct. 21-25: 60th Semi-Annual Meeting of SMPE (five papers on video on schedule), Roosevelt Hotel, Hollywood, Calif.
Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.
Oct. 24-26: First general meeting, National Assn. of Radio News Editors, Hotel Allerton, Cleveland.
Oct. 25: Dinner, Radio Council of Cedar Rapids (AWD), Cedar Rapids, Ia.
Oct. 26: Women in Radio Conference (AWD), Coe College, Cedar Rapids
Oct. 28-30: Stephens College Radio Conference, Columbia, Mo.
Oct. 31-Nov. 1: RMA Labor Seminar, Bismarck Hotel, Chicago.
Nov. 15-16: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky. (postponed from Oct. 8-9).
Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.
Nov. 24-30: National Radio Week.

Dinty Doyle, 52, Dies Following Heart Attack

JOSEPH E. (Dinty) DOYLE, 52, news editor of WABC New York, died in Boston Oct. 13 following a heart attack.

Mr. Doyle came to New York 11 years ago after long service as a foreign correspondent in Japan, China and the Philippines, and as a radio columnist for the *San Francisco Chronicle* and the *Oakland Post-Enquirer*. Prior to joining CBS in 1942 he was radio editor of the *New York Journal American* and for syndicated Hearst newspapers.

Mr. Doyle

Former author of a daily radio column, *Dialing With Dinty*, Mr. Doyle was a native of Danvers, Mass. and was a 1915 graduate of the U. of Maine. He is survived by his wife, the former Rosemary Brennan; and three daughters, Jeanne, Lois and Regina.

Miller Leaves Navy

COMMDR. JOSEPH L. MILLER, USNR, special assistant to John R. Steelman, Director of War Mobilization & Reconversion and special assistant to President Truman, will go on terminal leave Nov. 1 after nearly three years of service. Commdr. Miller has not announced his plans. He entered the service in December 1943 after five years as NAB labor relations director. During his Navy career he has taken a key role in industrial relations, both at the department and as assistant to Mr. Steelman at the White House.

American Bankers Assn. Offers Package Shows

EIGHT in a series of 30 packaged radio shows, designed by American Bankers Assn. to assist banks throughout the nation in the use of radio as an advertising medium were released last week.

Produced and recorded by NBC, the programs are 4½-minute dramatizations which inform the public about personal loans, credit, mortgages and other forms of services offered by banks.

The transcriptions can be used as the center of a 15-minute program or as a five-minute, open-end show with bank identification at each end. Sample recordings of four dramatizations have been offered stations for preview by prospective sponsors.

DAVEN Co., Newark, N. J., has announced development of a new tone compensating attenuator, Type LAC 720, to enable the authentic reproduction of the musical spectrum. Unit is designed so that frequency characteristics follow hearing response curves of the human ear. Device may be employed in high fidelity broadcast monitoring amplifier controls, custom-built home receivers and similar applications.

An Outstanding Success!

Raytheon's

RC-11 STUDIO CONSOLE

for AM or FM

The Most Versatile Unit of its Kind...Easily Controlling Two Studios, Announcer's Booth and Nine Remote and Two Network Lines.

FIRST UNVEILED at the I.R.E. Show last winter, this remarkable Raytheon Console has won a unique place in its field—commanding the attention of studio engineers and managers as few items of broadcast equipment ever have!

It provides *complete* high-fidelity speech-input facilities for the modern station—with all the control, amplifying and monitoring equipment contained in a single compact cabinet. It easily handles any combination of studios, remote lines or turntables—broadcasting and auditioning simultaneously, if desired, through two high quality main amplifier channels. It makes it a simple matter to cue an oncoming program and pre-set the volume while another program is on the air.

Note the sloping front and backward-sloping top panel, giving maximum visibility of controls and an unobstructed view into the studio. Note the telephone-type, lever action, three-position key switches, *eliminating nineteen controls* and reducing operational errors to a minimum.

The beauty of this console, in two-tone metallic tan . . . the efficient, functional look of it . . . will step up the appearance of any studio, and yet blend easily with other equipment. And the low price of this Raytheon Console will amaze you.

Inquire at once! Write or wire to:

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division — **7517 N. Clark Street, Chicago 26, Ill.**

Compare

THESE OUTSTANDING FEATURES WITH ANY OTHER CONSOLE

1. **SEVEN** built-in pre-amplifiers—*more than any other console*—making possible 5 microphones and 2 turntables, or 7 microphones, on the air simultaneously.

2. **NINE** mixer positions—*more than any other console*—leading to 5 microphones, two turntables, one remote line and one network line.

3. **NINE** remote and two network lines—*more than any other console*—may be wired permanently.

4. **TELEPHONE-TYPE** lever-action key switches used throughout — most dependable, trouble-free switches available. *No push buttons.*

5. **FREQUENCY RESPONSE** 2 db's from 30 to 15,000 cycles. Ideal speech input system for either AM or FM.

6. **DISTORTION** less than 1%, from 50 to 10,000 cycles.

7. **NOISE LEVEL** minus 65 db's or better. Airplane-type four-way rubber shock mounting eliminates outside noise and operational "clicks."

8. **ALL FCC REQUIREMENTS** for FM transmission are met.

9. **DUAL POWER SUPPLY** provides standby circuit instantly available for emergency use.

10. **POWER SUPPLY** designed for mounting on desk, wall or relay rack.

11. **INSTANT ACCESS** to all wiring and components. Top hinged panel opens at a touch. Entire cabinet tilts back on sturdy full-length rear hinge.

RAYTHEON

Excellence in Electronics

Devoted to Research and Manufacture for the Broadcasting Industry

FCC ET Rule Penalizes Small Business

Listeners Not Interested in Means Of Reproduction, Survey Shows

By FREDERIC W. ZIV
President, The Frederic W. Ziv Co., Cincinnati

WHILE THE AIR is thick with "FCC Proposes Liberalization of ET Identification Rule" and "Bing Crosby to Broadcast Via Transcription" let us sit back and do a bit of thinking about the fundamentals of this business called Broadcasting.

These things we know: The public looks to radio primarily for enjoyment. News, information, entertainment make up radio's fare—and the amount of enjoyment the public derives from each is fairly well indicated by the "ratings" of the various programs. These "ratings" prove that listeners are very selective . . . tune in some programs —tune out others. "Telephone wires" . . . "discs" . . . "studio facilities" do not attract the audience. Programs make them listen!

Mr. & Mrs. Average American, sitting in their homes, do not care about American Telephone and Telegraph Co. or the firm which processes masters and pressings or the building in which the station's studios are located. How do we know? Here are some facts and figures which I have before me:

Ratings High

As most readers of this magazine know, we are producers of programs for the "less-than-network" sponsor. We have one program which is broadcast "live" on the New York key station of one of the major networks. This identical program is broadcast by transcription over other stations throughout the country. Hooper ratings show that the transcribed broadcasts of this program in such cities as Chicago (11.5); Cincinnati (8.2); Louisville (13.8); Youngstown (21.3); Zanesville (Conlon 20.5); Minneapolis (13.0) are consistently as high as and occasionally higher than the "live" broadcasts in New York.

According to Hooper figures before me: Our transcribed *Boston Blackie* program is leading all local network competition on all stations in scores of cities. In Washington, D. C., our transcribed *Barry Wood Show* rates higher than four competing network shows on other stations at the same hour. In Chattanooga our transcribed *Easy Aces* program competes with the Don McNeil *Breakfast Club* and rates No. 1 ahead of all competition: in fact, *Easy Aces* outranks network competition in New Orleans, Youngstown, Zanesville, Cincinnati, and many more.

The point is already made. I trust that additional ratings would be mere superfluity. These, and so many more facts at our disposal prove that listeners will tune in their favored programs regardless whether over "telephone wires," "transcribed" or "local."

Why then all the comment regarding Bing Crosby's transcribed show? Why all the paragraphs about the FCC ET Identification Rule? Since all radio transmission is "mechanical" why is the industry so exercised over the difference between broadcasting via "telephone wires," "discs" or "local live?" I believe that "change" is the bugaboo. We all become so "sot" in our ways that when someone has the initiative to "change" the standard which we have taken for granted, we rise up on our hind legs and make a fuss about it.

Comparison

Right now two networks and a handful of radio stations seem to be making a fuss about the FCC's proposed ET Identification Rule. But have they viewed the problem impartially? Look at it this way: Wonder Bread is a giant baking corporation with approximately 90 bakeries in 90 cities throughout the country. They are able to originate a program in New York, and, by mechanical means of telephone wires, link up their radio program to reach their 90 cities . . . and the FCC does not require that such broadcast be labeled "mechanical."

But in each of those 90 cities there are local small businessmen in the baking business. In each of those 90 cities there is at least one local baker on the air. And if he dares to broadcast a program similar to Wonder's, he must say "Our program is broadcast by mechanical means" or some similar words. Both are mechanical. Why does the FCC insist on a label being applied to the local baker's broadcast when none need be applied to the giant baker's broadcast?

A national soap manufacturer broadcasts a program from coast to coast and no identification is required. A local soap manufacturer (unfortunately too small to broadcast from coast to coast) sponsors a similiar program in one market or in half a dozen markets via transcription. One utilizes the mechanical means of telephone wires, the other the mechanical means of discs. Is the FCC purposely differentiating between the giant industry and the smaller business man?

Eddie Cantor is on the network for Pabst Beer. But few brewers in this country are as big as Pabst. Several brewers covering only one or two or three States sponsor our transcribed programs. Why does the FCC differentiate between the coast-to-coast brewer and the less-than-network brewer?

ET or AT&T

Coca-Cola has the Morton Downey program on a network sponsored by some Coca-Cola bottlers. Other Coca-Cola bottlers broadcast the same Morton Downey program via electrical transcription. Why must the latter bottler identify the program as mechanical? To be consistent why doesn't the FCC require that the former bottlers identify their program by saying "This program has come to you by mechanical means over the telephone wires of the American Telephone and Telegraph Co.?"

One radio station has indicated that the abandonment of the present ET Identification Rule would enable stations to "fool the public." It is true that a disc jockey, spinning phonograph records by a variety of artists, might create the impression that Bing Crosby, Frank Sinatra, Perry Como, Guy Lombardo, Harry James, etc. are all in their studio at the same time. That could be misleading.

It might be advisable to label phonograph records and library tracks in order to prevent such misleading. But when one of our programs is produced with name talent, with the entire array of talent in one studio at one and the same time, what difference does it make if the program is broadcast by transmitting their voices from that studio via telephone wires or via discs?

Our programs are produced in the identical same way as network programs sponsored by larger advertisers. All of the talent is in the same studio at the same time. The identification of both types of shows should be identical. There is no reason for the FCC to differentiate between the small and the big advertiser.

Separate Consideration

Another station has suggested that the present identification rule be continued where "the recorded program includes talent which is identified." According to such suggestion, a station could broadcast a quarter-hour or a half-hour of Bing Crosby phonograph records and so long as Bing Crosby's name is not mentioned, no identification would be required. Isn't it just barely possible that listeners will recognize Crosby's voice? Obviously, phonograph records and library tracks must be considered separately from open-end and cus-

(*Continued on page 158*)

LISTENERS don't care whether a show is transcribed, network or "local live" as long as they like the program, Frederic W. Ziv, president of the Cincinnati production firm bearing his name, believes. One of the country's foremost producers of transcribed programs for the "less-than-network" advertiser, Mr. Ziv thinks the FCC transcription identification rule is discriminating, asks why not require networks to announce that programs are broadcast by mechanical means over wires of AT&T? From a small beginning, the Ziv firm has expanded, now has offices in New York and Hollywood.

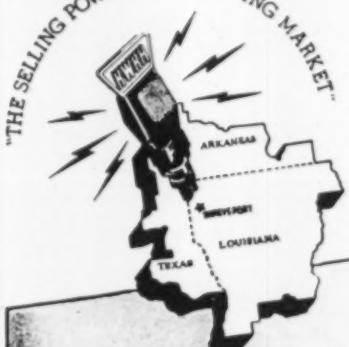
Mr. Ziv

Networks Do No Better, Says Mr. Ziv

It's RIGHT THERE

We met a time-buyer the other day who thought the world ended someplace just west of Jersey. Guess he hadn't gotten the word about Columbus —or the Ark-La-Tex. The fact is . there's a Tri-State trade territory centered around Shreveport that time-buyers and advertisers can't afford to miss. It's oil-rich, cotton-rich, cattle-rich Ark-La-Tex, completely and intensively covered by the big 50,000-watt Columbia station

"THE SELLING POWER IN THE BUYING MARKET"



KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

'Clocktime Broadcasting' Is Advocated

8 PM Program Should Be Heard at 8 PM All Zones

By WILLIAM B. LEWIS
Vice President and Radio Director, Kenyon & Eckhardt Inc.

SINCE the publication of the report of the Federal Communications Commission on the "Public Service Responsibility of Broadcast Licensees" it has become highly fashionable in radio circles to discuss, debate, deride, defend, denounce or deify that moot and indefinable phrase from the original Radio Act—"the public interest, convenience, and necessity." Before the bandwagon is filled to overflowing I would like to clamber aboard. The theme of my stump speech is a radio reform which is certainly "in the public convenience" and which is also in the very real convenience of sponsors, stations, and—above all—networks, two of whom yell "Murder!" and reach for the digitalis at any mention of the subject.

Sol Taishoff, publisher of BROADCASTING, has given the subject a convenient name; he calls it "clocktime broadcasting." The argument is that a network program broadcast at 8 p.m. in the Eastern Time Zone should be broadcast at 8 p.m. in the Central Time Zone, not at 7 p.m.; at 8 p.m. in the Mountain Time Zone, not at 6 p.m.; and at 8 p.m. in the Pacific Time Zone, not at 5 p.m. In like manner, all network programs throughout each day's schedule would be synchronized to be heard in each time zone at the identical time on the clock.

The mechanical problem involved in bringing about this Utopia is an infinitely simple one compared with the operational complexities in which the networks find themselves embroiled daily. Network lines would have to be so arranged that all stations in each time zone could be fed from one central point in each time zone; the rest would be easy. The program scheduled for 8 p.m. would be broadcast live by all stations in the Eastern Time Zone and would simultaneously be sent over the lines to Chicago, Denver, and Los Angeles at which points it would be recorded. An hour later—at 8 p.m. CST—it would be fed by record from Chicago to all stations in the Central Time Zone. Two hours later—at 8 p.m. MST—it would be fed by record from Denver to all stations in the Mountain Time Zone. Three hours later—at 8 p.m. PST—it would be fed by record from Los Angeles to all stations in the Pacific Time Zone.

WILLIAM B. LEWIS

NBC, CBS Opposed

The advantages of such a system to all concerned dwarf to insignificance the difficulties inherent in its operation. Yet the networks —especially NBC and CBS—magnify these difficulties out of all proportion, solely because of their rabid fear of that ancient hobgoblin which is good for a full-dress nightmare any time it raises its lacquered head—the recorded program. The panic evoked in network circles by the utterance of these dread syllables is fearful to behold. Cries of "Ruin!" ring out and, as spots begin to dance before their eyes, "Petry will get us if we don't watch out!"

I, for one, wish devoutly that sometime the networks would calmly and coolly evaluate the threat of recorded programs without succumbing first to blind terror. It is my considered opinion, as a buyer of network time, that not even the extremely remote eventuality of all programs being broadcast on a recorded basis in all time zones would destroy, or even mildly cripple, the networks. If networks did not exist, the problem of buying time on a spot basis for all the programs now heard over the networks would be fantastic. Scheduling would be chaotic, and I doubt that any agency could economically check and service those schedules on the commissions it now earns. But this argument, although the networks will use it as a diversion, is purely academic since it is no part of the plan for clocktime broadcasting that programs recorded in advance at broadcast time in the East would ever be used. *Each program*—and this could be an ironclad rule—*would be broadcast live in the Eastern Time Zone*, and no recorded program could be broadcast in the other time zones unless it had been broadcast live at the same hour in the Eastern Time Zone.

With the threat of sudden death

(*Continued on page 152*)

WILLIAM BENNETT LEWIS has been vice president of CBS, coordinator of the Radio Division of the Office of Facts and Figures, and is now vice president and radio director of Kenyon & Eckhardt Inc. He set up the OWI Radio Bureau and its allocations plans, which were highly commended. In 1943 he toured 50 cities for CBS in a year-long nationwide survey of radio program service. In this article he turns his wide experience to advantage in discussing "clocktime broadcasting."

No Need for Congress Broadcasts

By D. HAROLD McGRATH
Superintendent, U.S. Senate Radio Correspondents' Gallery

ARE THE ACTIVITIES of Congress being properly presented to the American people by radio?

Members of Congress, such as Sen. Claude Pepper (D-Fla.) and Rep. John Coffee (D-Wash.), contend that the answer must be negative. During the past year they have both sponsored legislation providing for the establishment of congressional radio stations. They argue that such stations — there probably would have to be two in order to give opportunity to both Houses to utilize facilities at the same time— would make available to listeners the chance to get a full story of important debates. Utilization of radio by the New Zealand parliament is pointed out as an example.

Mr. McGrath

Facilities Probed

At the request of Senator Pepper, the LaFollette-Monroney committee had its staff make a thorough study of the problem during the last session. Investigation also was made of the alternate proposal that facilities of national networks be used. Engineers from the Washington offices, at the request of David Lynn, Capitol architect, made a thorough survey of the Senate and House floors and adjoining quarters. Not only were vocal radio facilities considered but investigation was made as to requirement for video.

All of this information was given to the La Follette-Monroney committee but nothing was mentioned in the committee's report.

Opponents of the Pepper-Coffee program contend that broadcasting of daily sessions would injure rather than help the Congress. They insist that in the Senate, for instance, unlimited debate could result in a few, rather than the Senate as a whole, being publicized. An effort to divide time or assign spots would be merely window dressing—the Senate doesn't operate that way. If broadcasting of Senate sessions was dropped, it is contended that the House, with its control of debate, would bring Congress out of focus and since the Senate must join in appropriations it is doubted that it would acquiesce in giving the House such opportunity and not be able to profit from such a program.

Long Way Off

General consensus in Congress is that broadcasting of congressional sessions is a long way off.

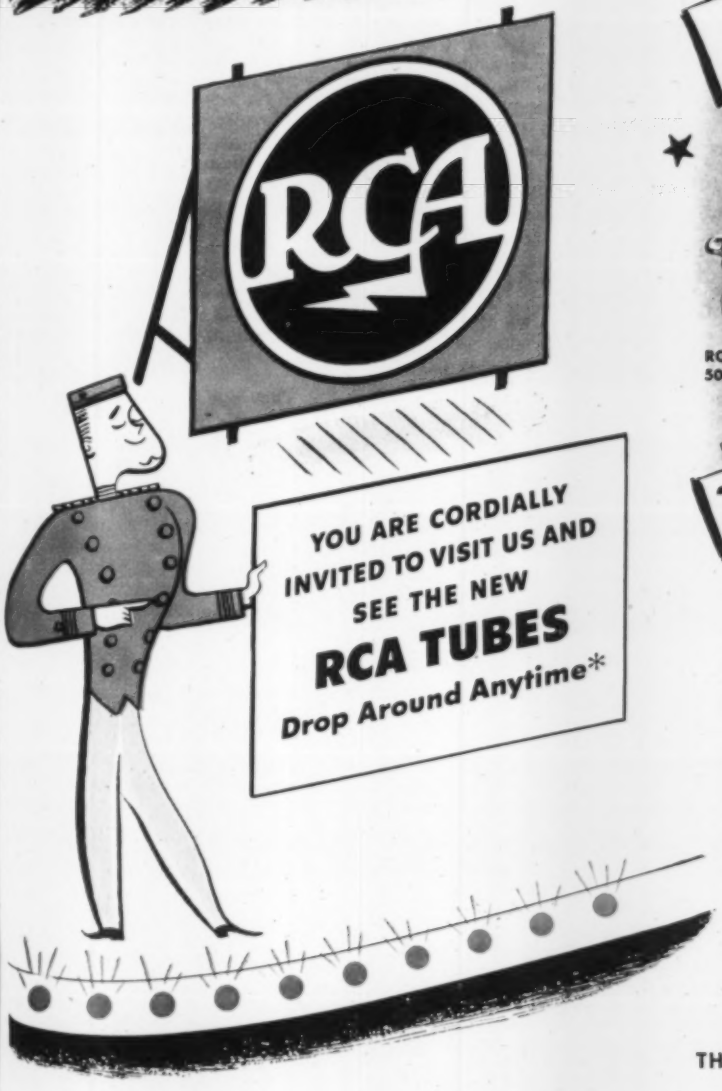
At the same time presentation of congressional activities is an increasing responsibility of the radio news bureaus in Washington. Congress recognized radio news possibilities when it provided excellent facilities near both chambers for the radio correspondents' galleries. Completion of the quarters last spring gave the chiefs of the news bureaus opportunity to "play around" with the presentation of congressional news.

The increasing importance of Congress in the governmental picture, after years of necessary submission of executive dominance because of the war, was recognized by the Mutual Broadcasting System when it put on the air as a local show Ray Henle, who daily

(*Continued on page 156*)

DESPITE DEMANDS of a few that radio broadcast Congress sessions, most members see no need for it because (1) most sessions are dry, would make poor listening; (2) Senate and House rules differ; (3) radio is covering Congressional action thoroughly through Washington news bureaus. That's what D. Harold McGrath, Senate Radio Gallery Superintendent, learned when he polled members of both Houses after Sen. Claude A. Pepper (D-Fla.) and Rep. John M. Coffee (D-Wash.) introduced legislation to establish Government-owned stations in competition to private industry. Named Radio Gallery superintendent Feb. 16, 1940, when the Senate provided facilities for radio newsmen, Mr. McGrath spent 25 years on northwest newspapers, did freelance sportscasting on KUJ Walla Walla and served Sen. Lewis B. Schwellenbach (D-Wash.) —now Secretary of Labor—as secretary for four years before taking the radio gallery post. Mr. McGrath tells here how independents, as well as the networks, use Capitol radio galleries and how they keep their listeners up to the minute about Congress.

IN PERSON AT THE NAB CONVENTION · CHICAGO · OCT. 21-24



AM
RCA-892-R for 5- to 50-kw AM transmitters
RCA-9C22 for 50-kw AM transmitters
FM
RCA-9C25 for 25- to 50-kw FM transmitters
RCA-7C24 for 1- to 3-kw FM transmitters
TELEVISION
RCA-2P23 Image Orthicon for outdoor and studio television pick-up
RCA-8D21 for 5-kw television transmitters

The Standard of Comparison in Broadcasting

Year after year, RCA tubes have set the pace in quality, performance and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy.

Experience has shown that when new tubes are needed, it pays to specify RCA tubes.

***Exhibit Hall, 4th floor, Palmer House**

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

(Continued from page 46)

lent of the four free hours per week. We then take the sum total of the billing rates for the hours furnished during the day, determine the average hourly rate, and then find the billing for the net unit hours.

The percentage is taken of this net billing as network income for that day. This is at best an estimate, but time has proven that the variance is rarely more than ½ of 1% differential.

We use the type of profit and loss statement shown in Figure 1 for all stations in our group.

On these monthly statements of profit and loss, we show three comparative figures of, first, the same month a year previously; secondly, the cumulative figures for the year to date; and thirdly, the cumulative figures for the preceding year to the date of the current month. This enables a quick check-up on the part of the manager or owner, giving him a further indication of exactly what is happening at his station as compared with a year ago.

Expense Items

We now come to the classification of expense items. We have found it advisable to carry such classification under five heads. First is the operating expense which includes the salaries of engineers and the entire expense of the engineering department. Under the second head comes production expense which includes the salaries of announcers and production men, talent, music copyright, and all incidental expenses connected with the programming of the station.

Under the third classification we find selling expenses, including the compensation paid sales manager, salesmen, merchandising directors, station representatives and amounts spent for advertising.

The fourth classification consists of the expense for administration and general operation, including the salaries of executive officers, clerical and office help and all of the sundry items of cost that would naturally fall under such a head.

The fifth division is depreciation.

Let us take a look at each one of these separately.

Operating Expense

The division of operating expense is divided into salaries of engineers, salaries of maintenance men, expenses of automobiles used in connection with the technical staff, expenses for heat, light and power, cost of remote lines and repairs and maintenance to the technical equipment.

Under production expenses we carry salaries of program director and announcers, salaries of production manager and the production staff, any charge for freight cartage and express that is incurred for the program department, music copyright including license fees paid to ASCAP, BMI, SESAC and other holders of music copyright, amounts spent for news wire services and expenses of news gathering and the charge for all talent that appears on the station. We have found it advantageous to take credit for the gross amount realized from the sale of talent and charge the gross amount expended in this division as a part of the expenses of the production department.

We break down the expenses of the selling division to show separately the commission paid to the station representative, the commissions or salaries paid to the salesmen employed by the station, together with any salaries expended for sales promotion or publicity, all the charges for advertising whether it be in trade magazines or locally in newspaper ads, car cards, window displays, taxicab ads, or anything that would fall into this classification. We likewise have separate divisions for any amount spent in surveying station audience, including our subscription to BMB, and for travel and entertainment incurred by the sales department in the general line of making sales.

It is to be noted here that we do not show agency commission as a selling expense because as will be noticed, we have deducted the item of agency commission from the gross income for sales, so that charge is out of our income before we begin to show the expenses.

Administrative and General

Under administrative and general expenses we show first the executive salaries, including the salary of station manager, whom we call the managing director. All of the office and clerical salaries are included under one head and we have the following classifications in this general division of expense:

Contributions
Insurance—Fire and Extended Coverage
Insurance—Group, Life, and Hospital
Legal and Audit
Membership Dues and Subscriptions
Postage
Printing, Stationery and Supplies
Rent
Repairs and Maintenance other than such charges to broadcasting equipment
Sundry
Taxes broken down as to Payroll, County and City
Telephone and Telegraph
Travel and Entertainment

The final division of expenses is depreciation. Under this head we figure a 10% annual charge against all furniture, fixtures and broadcasting equipment of whatever nature, including towers.

We have developed various devices for keeping management informed as to the daily progress that the station is making. We have various forms that we use for this purpose, and one that has been found most useful is the Recapitulation of Daily Production.

Breakdown

This is a breakdown of the current day's production and a comparison of the cumulative production of the month to date, compared to the same figure for the last month to the same date and the same month of last year to the same date, and a final comparison of the cumulative figures for the current year with those of last year. A sample of this production sheet is shown in Figure 2.

We have never found it advisable to set up a budget figure for our various operations. The variation of expenses is within a narrow arc and it has never seemed advisable to set up any rigid framework that would prevent us from any amount of publicity or extra programming that we might desire to take in serving the public interest. We have used the accounting department as an instrument to keep us advised of our expenses and progress of our entire operation, and do not look to them for determining or controlling sales costs or program costs. That, we feel, is the prerogative of the executive. Policy should not be determined by the accountant's office.

I have not touched on the question of balance sheets. In general our experience has been that the balance sheet form best follows the usual type used to show properly the condition of any enterprise. We list our assets under four

(Continued on page 144)

FIGURE 1

RADIO STATION ——

Statement of Profit and Loss

	Month of —— 1946
Income from sale of time:	
Announcements—	
Local	$ 3,208.15
National	1,865.35
	$ 5,073.50
Programs—	
Local	$ 3,568.55
National	6,557.95
	$10,126.50
Total announcements and programs	$15,200.00
Less agency commission	1,184.22
Net announcements and programs	$14,015.78
Network	4,363.44
Income from sale of time	$18,379.22
Income from talent	1,616.12
Booking fees and services	84.97
Total broadcasting revenues	$20,080.31
Expenses:	
Operating expenses	$ 2,923.27
Production expenses	3,688.27
Selling expenses	1,795.04
Administrative and general expenses	2,763.36
Depreciation	634.27
	$11,804.21
Net profit from above	$ 8,276.10
Other income:	
Discount earned	$ 2.41
Interest earned	131.58
Miscellaneous income	....
Net profit before provision for home office expense and Federal taxes on income	$ 8,410.09
Home office expense	1,333.33
Net profit before provision for Federal taxes on income	$ 7,076.76
Federal taxes on income (estimated)	2,689.17
Net profit	$ 4,387.59

FIGURE 2

PRODUCTION RECAPITULATION

Radio Station _____ Day _____ Date _____

	Today	*Month to date*	*Last month to date*	*This month last year*	*Year to date*	*Last year to date*
Announcements—Local	$ 280.25	$ 3,364.75	$ 3,238.00	$ 3,151.25	$111,622.00	$101,966.55
Announcements—National	272.00	2,745.00	2,708.25	2,961.00	113,291.50	93,321.10
1. Announcements—Total	552.25	6,109.75	5,946.25	6,112.25	224,913.50	195,287.65
Programs—Local	417.25	2,283.60	2,484.60	2,985.00	93,993.02	101,353.00
Programs—National	182.30	1,209.50	1,200.70	1,308.65	52,651.20	49,387.10
2. Programs—Total	599.55	3,493.10	3,685.30	4,293.65	146,644.22	150,740.10
3. Network	246.75	2,909.48	2,650.17	2,854.06	111,064.04	104,675.35
4. Talent	70.49	425.20	396.70	705.83	19,022.60	25,889.55
GRAND TOTAL—Sum of 1, 2, 3, 4	$1,469.04	$12,937.53	$12,678.42	$13,965.79	$501,644.36	$476,592.56

(RECAP) Month to date	$12,937.53	Year to date	$501,644.36
This month last year to date	12,678.42	Last year to date	476,592.56
PLUS OR MINUS	$ 259.11	PLUS OR MINUS	$ 25,051.80

SIZE ALONE IS NOT ENOUGH . . .

THERE MUST BE PULLING POWER

There are a lot of radio stations larger than KNOW. But, in the rich Austin area, none can match the remarkable sales-pulling power that KNOW offers.

The reason is simple. In order to pull in sales, an advertising message must be heard. And Hooperatings show that KNOW has more than twice as many regular listeners as the other Austin station.

For low-cost sales results, include KNOW in your next campaign. You'll see what we mean when we say KNOW delivers more dialers per dollar, and Austin delivers more dollars per dialer.

RADIO STATION . . .

KNOW

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK

WEED & COMPANY, Representatives
New York, Boston, Chicago, Detroit, Hollywood, San Francisco

Broadcasting Business Trends Traced

Small Stations Gain Bigger Status

By DeQUINCY V. SUTTON

INDEPENDENT stations used to be considered economically precarious. This idea not only prevailed for a number of years after 1926 when broadcasting can be said to have become an industry, but controlled new station establishment until about 1939.

Despite this haze of doubt toward the economic success of new stations, those who had the courage to plunge soon found that the industry of the networks in exploiting the new field of nation-wide advertising required constant broadening of the basic number of stations. It even included what was then classified as the "rag-tag-and-bobtail" of broadcasting, the limited time station. Fifty-four out of 303 stations on networks in 1936 were less than fulltime.

The thought that success was predicated upon network contracts was inspired, no doubt, by the results available at that time. The FCC made its first objective analysis of broadcast receipts in 1937 and found among other things that, without regard for the reason, the fact was that network outlets fared uniformly better than independents. Average revenues were $201,030 for outlets and $36,710 for independents. The local station was dependent upon purely local business for 87% of its revenues and the clear channel stations for only 29%.

Had Hard Times

The real significance of the hard road followed by the small independent station was shown by the fact that local stations, being almost entirely dependent upon local business, obtained only 20% of the total local business placed in 1935. The 47 clear channel stations, while not especially seeking this type of business, obtained 24% or more than all the 286 local stations combined. Stations of less than 1 kw power provided 62% of the broadcasting in 1935; those from 1 to 10 kw, 29%, and clear channel stations, 9%. Yet the clear channel stations were taking 40% of all revenues available to the industry.

Despite this gloomy picture there remained those who saw a brighter day ahead. From 557 stations in 1935, the number in 1937 had increased to 629. The networks in operation had not changed as to organization and structure, but had added more stations to their systems.

The number remaining off the networks, however, was nearly as large as the number serving as outlets. Opinions were divided as to the wisdom in authorizing additional stations.

Harold A. Lafount, former FCC Commissioner, expressed the view that the country in 1937 had as many radio stations as it could support. Hearst Radio interests advanced the plan that additional grants should not be made when economic analyses showed the maxnorm to have been reached in advertising for a particular community. The Clear Channel group advocated adoption of orders which would prohibit the licensing of limited-time stations; NBC felt that power and time limitations should be removed, expressing the view that stations thereby would be inspired or forced to a better broadcast service, with incidental better business for the stations. CBS felt that super-power was not a good answer to the allocation problem, but that tying the station signal more closely to its economic support might permit a greater latitude in classification, hence in the number of stations.

Merged Views

As it turned out, the Commission tended to merge all those views, but its action developed over a period of years. Each effort by the Commission toward a solution of the crowded-band problem appears to have been followed immediately by the addition of a healthy number of stations. The advance in numbers has been such as this:

Year	Stations
1935	557
1936	575
1937	629
1938	660
1939	705
1940	765
1941	817
1942	851
1943	832
1944	865
1945	901

The preceding figures are not the number of stations licensed or authorized, but the number used in published tabulations. The extent

Mr. SUTTON

CHART A

Revenues of stations, as measured by time sales, have been in this order of importance:

Year	Network (%)	National (%)	Local (%)	Total
1935	24.0	26.0	50.0	100.0
1939	26.4	33.1	40.5	100.0
1944	22.3	36.3	41.4	100.0

to which they represent the actual number of authorized stations is indicated by the fact that at the end of 1945 there were about 1,050 stations authorized, or 15% more than shown. This roughly applies to all years.

The industry now presents a healthy picture and its status today may be taken safely as the basis for planning the future. It is not important that some complaints have been heard from remote corners but at high pitch, to the effect that the "Giv-ment" is trying to ruin all those who seek to make an honest living by granting additional authorizations willy-nilly. Many cite Durham, N. C., Phoenix, Ariz., and Twin Falls, Idaho, as horrible examples.

Critics of such complainants may point out the bad timing involved in the complaint. It might have been more useful, if not effective, to have registered the protests before the Commission acted and in the public forum provided for that purpose. However, accepting such complaints as being well-intentioned and having been based upon no thought except that of a high standard of civics and administration, a possible reassuring note may be found in the facts as they have been developed historically by those broadcasters who have fought the battle.

DeQUINCY V. SUTTON was for 12 years head broadcast accountant of the FCC until his resignation last May. He was in charge of activities of the Commission pertaining to broadcast, fiscal and management matters, and from this wide experience traces economic trends of the industry in the accompanying article. During the war he was a lieutenant colonel in the Signal Corps, serving overseas. He is now in consulting practice in Washington.

Top Richest

It should be stated that broadcasting has exploited its field faster than it has established new stations. In illustration it may be pointed out that stations have less than doubled during the 10 years of score keeping (557 in 1935 and not quite 1,000 ten years later). The revenues, however, have moved from $86 million in 1935 to $310 million in 1945. Considering all broadcast stations and the revenues of the industry as units, the "take" in 1935 was about $160,000 per station; now it is about $310,000 per station.

Undoubtedly, there are a number of stations whose owners will testify that this doesn't apply to them. The historic pattern of broadcast revenues shows that the bread is buttered most thickly at the top, or among the big stations and those not so big but located in big markets. This is true today and every indication is that it will continue so until the advent of that fearful mixture of AM, FM and television on the air at the same time. The owner of a crystal ball which will even indicate the distribution of the revenue dollar among those three will not have to operate a radio station for a living.

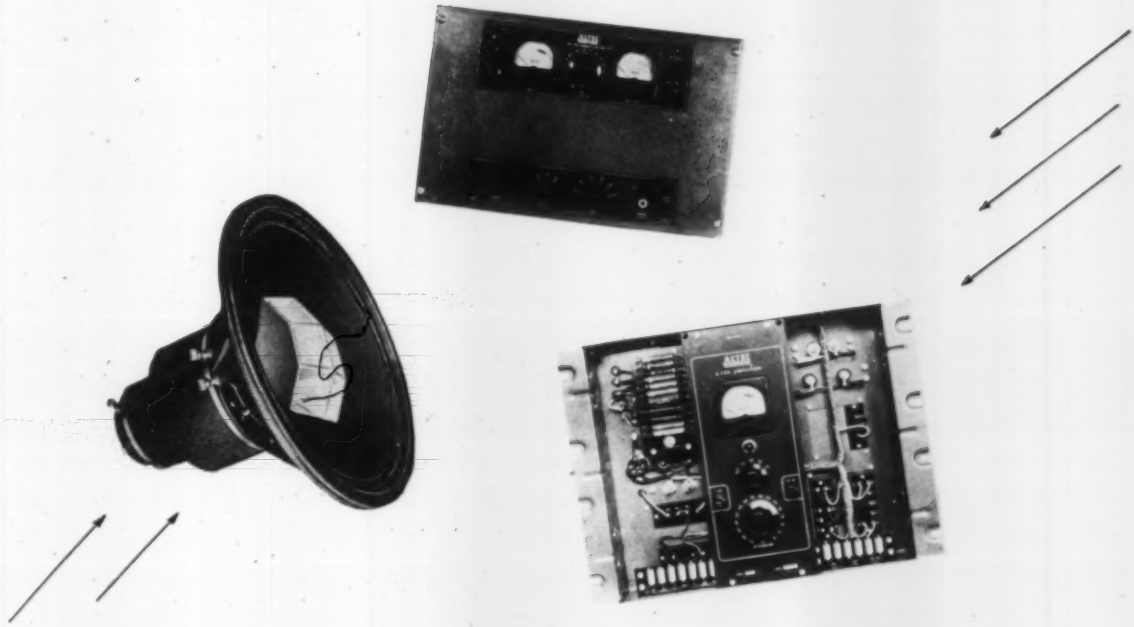
If coming events take their pattern partly from the shape of the road they travel, it may be well to examine the line made on the economic map by that road. The examination is difficult because three classes of revenues are solicited by three different classes of stations, not to mention the part the networks themselves play in retaining portions of revenues. The first effort to collect broadcast data on an industry basis was made by the Bureau of the Census for the year 1935. This was followed by a more analytical approach by the FCC for 1937, but was not an effective presentation until the publication for the year 1939. Hence, 1935 and 1939 are taken here as the beginning of trend lines in Chart A.

While the time sales have settled at the approximate proportion of 7/12 national and 5/12 local, stations depend in varying degrees upon each type of sales for their revenues. This is dictated sometimes by selection on the part of the station and at other times by necessity. Without evaluating the cause, but as a measure of the importance of each class of time sales to the several classes of stations, the reliance has been in the order shown in Chart B on page 144.

The tables show more or less obviously that, if current revenues are accepted as the ceiling on broadcasting, the addition of more stations will force the division of existing revenues. Since the establishment of new stations tends to concentrate in the local class, that is, relatively high power with daytime only or low power with unlimited time, the participation in existing revenues will become pretty thin, especially in communities where plural grants have been made.

If there were no frontiers left in broadcasting, then that would be

(*Continued on page 144*)



Leaders Don't Rest

It's almost axiomatic: whenever anyone in the radio or motion picture industry wants "the best" in sound equipment, even if it costs "the most", he comes to Altec Lansing.

We're proud of that reputation, but have never rested comfortably on it. Reputations don't allow you to. They're filled with spurs that prod you on to do an increasingly better job . . . regardless of the extra time or money it involves.

It seems to us the spurs must be as sharp on the purchasing end of sound equipment as on the manufacturing end. Upholding your reputation for leadership calls for the finest sound reproducing equipment you can buy.

"Keep Advancing with Altec Lansing"

THE DUPLEX SPEAKER: Rapidly becoming standard monitoring equipment in broadcasting stations and recording studios. They feel impelled to monitor with a loudspeaker as critical as that being used with an increasing number of fine home radio-phonograph combinations.

INTERMODULATION ANALYZER: The modern way to check audio-distortion! The host of purchasers of this equipment reads like a "Who's Who" in the audio field.

THE A-255 AMPLIFIER: A 40 watt amplifier with 65 db gain which delivers "full power" over the entire recording range. Now operating in recording channels of top transcription and phonograph companies.

ALTEC
LANSING CORPORATION
1161 N. Vine St., Hollywood 38, Cal.
250 W. 57th St., N. Y. 19, N. Y.

Sutton

(*Continued from page 142*)

the situation. But perhaps the most constant characteristic of broadcasting has been its capacity to grow, its dynamic determination to make stations do more both for the communities and the owners. Hence the "no frontiers" doctrine may be reasonably rejected.

Locals Vigorous

While local stations are dependent upon local revenues for their operating expenses, and national business for their profit (some being dependent upon local business for both), they have shown a business vigor in developing new accounts which has permitted the 500 new stations to come on the air since 1935 and nearly all operate profitably. Average sales have been about as shown in Chart C.

Chart C appears to establish a firm basis for the view that broadcasting, in its receipts from advertising is neither marginal nor the beneficiary of war surplus funds in the hands of advertisers. The trend has been steadily upward, and does not appear to have changed unreasonably during the significant years.

Admittedly, argument or presumed logic alone will never be sufficient as an instrument of forecast. In this instance it is resorted to solely because it is so admirably supported by official figures pertaining to the industry.

The position of the new, independent, day-time station is not a doubtful one from the standpoint of ability to continue broadcasting profitably. The only difference between the newly-authorized stations and those of some age is that the management of the new station cannot afford to be idle, must guard economies in management, and will be placed in the position of vigorous search for new business. As the size of the market decreases, those problems will tend to be magnified.

IT'S A DEAL said E. B. Loveman (l), vice president of Philco, to John F. Royal, NBC television vice president, after arranging exchange of programs between Philco's WPTZ Philadelphia and NBC's WNBT New York.

It is not the purpose of this article to define the point at which the diminishing size of the market will make all effort useless from the profit view, since that should be apparent from a superficial study of the proposed market for a new station.

Diminishing Markets

In case of a new independent station in a reasonably large market, or one in which not more than one transmitter per 25,000 population is located, this reasoning should apply:

As networks acquire new or larger accounts and additional outlet stations under contract, their responsibilities to their stations become greater. This entails a greater sales activity and the resulting busines requires the time of outlet stations to the point where local and national accounts are forced to the independent stations. As the older or more important stations fill their boards, the new station problem is made less difficult.

These are not sage observations, and are admitted to be elementary. They have proven to be the experience of actual and active broadcasting over a period of years and are so well known to practical broadcasters that many of them seem to have forgotten them.

As to stations in small markets, it may be said that none of the principles set forth herein is lost, but the station will be profitable in exact proportion to the intelligent application of individual effort by the management. The basic business principle of ordinary prudence applies in all cases—if a man is good, he will make the grade by doing a better job than the next man; if not, he presumably will have analyzed his market and stay away from danger.

AUTHOR'S NOTE: *The publications of the FCC have been drawn upon freely in the preparation of this article, but it is not claimed that the analytical or interpretative tables appearing herein are those of the Commission. They have been prepared under a liberal use of "Author's License," even to the point of using interchangeably such terms as "revenues" and "sales." This latter liberty has been taken since the purpose of the article is merely to point up trends and not to recite precise history.*

CHART B

Year	Time Sold	Station sales (%) Clear Channel	Regional	Local
1935	Network	71.1	41.8	12.6
	National			
	Local	28.9	58.2	87.4
	Total	100.0	100.0	100.0
1939	Network	35.8	24.9	* 6.6
	National	46.0	29.2	12.3
	Local	18.2	45.9	81.1
	Total	100.0	100.0	100.0
1944	Network	29.9	26.5	18.2
	National	48.2	30.0	16.2
	Local	21.9	43.5	65.6
	Total	100.0	100.0	100.0

* Local stations increased in 1939 but were not added to networks then.

CHART C

Class of station	1935 Netwk Stns	1935 Indpts	1939 Netwk Stns	1939 Indpts	1944 Netwk Stns	1944 Indpts
Clear Channel	351,760	192,250	566,000		909,000	565,000
Regional	148,840	54,030	182,170	103,666	317,537	191,300
Local	52,060	23,080	57,500	54,350	94,590	85,000
All stations	201,030	36,710	212,609	78,639	268,500	155,200

RADIO EDUCATION

686,000 Students to Hear Westinghouse Stations

IN-SCHOOL listening programs on Westinghouse stations (KYW WBZ WBZA KDKA WOWO) will reach an estimated 686,000 students in 1,428 schools during the 1946-47 term, Gordon Hawkins, program and educational director, said last week. Nearly 1,000 programs have been scheduled.

"Educators are demonstrating a growing interest in this service," Mr. Hawkins pointed out, "as indicated by their willingness to schedule regular classroom listening time. Handbooks describing the series at each station are distributed to teachers well in advance so that classes may be prepared for each day's radio study. This year more than 36,000 handbooks are being distributed.

Most of the programs are 15 minutes, although some half-hour roundtables are on the schedule. Five different subjects will be presented by each station every week with programs designed specifically for either grade or high school students. Subjects include: Music, history, literature, geography, current events, religion, the arts and sciences and physical culture. Student actors are frequently used. Many of the programs are originated from school auditoriums.

This will be the fourth consecutive year of comprehensive educational broadcasts for KYW Philadelphia and the third for WBZ Boston, WBZA Springfield, Mass., KDKA Pittsburgh, and WOWO Fort Wayne, Ind. Plans are being made to schedule the broadcasts at KEX Portland, Ore.

Olds Stuff

DURING KOAD Omaha's broadcast of a Boys Town football game, Father Flanagan announced, "Our Boys Town team is now kneeling in prayer." One minute later the Boys Town fullback ran 81 yards to score. KOAD's Floyd Olds said, "That is a quick answer, sports fans."

Radio Accounting

(*Continued from page 140*)

heads, first, current assets, which includes cash on hand and in banks, U. S. Government securities and trade accounts receivable less a reserve for doubtful accounts. Our second heading includes investments and other assets followed by property, plant and equipment, and finally by deferred charges. On the liability side we carry three divisions of current liabilities. First, accounts payable, secondly, accrued accounts and thirdly Federal taxes on income. These current liabilities are followed by reserves and the capital stock and surplus, if the organization be an incorporated one, as all of our companies are.

Too much stress cannot be placed upon the desirability of having an outside auditor go over station records once a year to make sure that these records are being kept in accordance with best accounting practices. Such an outside accountant may be either one of the large national accounting firms or one of the local firms that do excellent business in this line, or even a Certified Public Accountant. To the small station the expense of such an outside audit may seem considerable. To the larger operation the expense will run a fraction of 1%.

Whatever the cost may be, the practical necessity for such outside surveillance of the accounting methods and figures is most necessary when the many uses are considered to which this material can be put. Such corroborative evidence is necessary in establishing credit for purchases or bank loans. Such evidence is helpful in connection with all of the reports that have to be filed with government agencies, including the FCC.

As I started out by saying, this is an account of the dry framework upon which a most interesting business or art, if you will, has been fashioned. This is intended simply as a very elementary discussion of this framework and is not intended in any way to touch upon the larger problems of programming for listener acceptance and in the general operation of the station in the public interest, convenience and necessity, to which I am sure the vast majority of broadcasters are sincerely devoted. In this list I humbly include myself.

FRANK H. McINTOSH

CONSULTING RADIO ENGINEER

AM · FM

TELEVISION FACSIMILE

TELECOMMUNICATIONS

ACOUSTICAL STUDIO DESIGNING

710 14TH ST., N. W.

WASHINGTON, D. C. METROPOLITAN 4477

Confusion Reflected in Shortwave Radio

OIR, UIR Dominated by Controlled Nations; UN Organization Urged

By ARNO HUTH, Ph.D.

IT IS NOT surprising that international broadcasting reflects the confusion and political tension which characterize our postwar world. This state of affairs is all the more deplorable as radio broadcasting depends largely on international cooperation. Mutual interferences and conflicts between political and regional 'blocks' would annihilate the achievements of technical progress.

The broadcasters would not live up to their task if they remained indifferent to these dangers and failed to use the radio for the promotion of peace and reconstruction. This is particularly true for the American broadcasters who represent the foremost radio country in the world. Fortunately, in the American radio industry, there are many far-sighted people who are aware of the necessity of international cooperation. They give their support to the aims of the United Nations. The president of the NAB serves on the National Commission of the UNESCO and many broadcasters realize by now the need for a worldwide organization, in which the stations of the Western Hemisphere will participate on equal terms with those of the European zone.

DR. HUTH

At a moment when the American broadcasters convene in Chicago it might be interesting to record the recent, rather peculiar international developments. Instead of one, there are now two international broadcasting organizations in Europe. In addition to the "Union Internationale de Radiodiffusion" (UIR) in Geneva, there is now the "Organisation Internationale de Radiodiffusion" (OIR) with headquarters in Brussels.

On March 12, 1946, Julien Kuypers, vice president of the "Institut National Belge de Radiodiffusion," called a meeting of European broadcasting services in Brussels, in order to discuss the problems of the future international broadcasting organization. The wartime activities of the UIR, especially its collaboration with the Nazis and the Quisling governments, were sharply criticized, and at the initiative of the French delegate, supported by delegates of other liberated countries, all decisions of the Union since 1940 were declared null and void. After three days of debates, a "bureau" and an engineering committee were set up, composed of delegates of Belgium, Czechoslovakia, France, Great Britain, Holland, and U.S.S.R., to examine the question further and to elaborate new proposals concerning the future of the UIR.

Brussels Meetings

This "bureau" held six meetings in Brussels from May 7-10, and then decided unanimously—with one abstention, that of the delegate of the BBC, which retired from the UIR in 1941—to replace the discredited Geneva Broadcasting Union by a new international body, with headquarters in a country belonging to the United Nations.

UIR Meeting

On June 28, the Constituent Assembly of the "Organisation Internationale de Radiodiffusion" (OIR) met in Brussels. It was to be followed immediately by the dissolving of the UIR whose liquidation was indeed placed on the agenda of its General Assembly called the next day at Geneva. Fifteen Allied countries, including France, Belgium, Holland, Czechoslovakia and Poland, voted for the dissolution of the UIR. But the majority required for such a decision, namely three-quarters of the active membership, could not be obtained because of the opposition of Spain and Switzerland, and the abstention of Denmark, Ireland, Italy, Portugal, Sweden and Turkey.

The UIR is therefore continuing its activities in Geneva; its checking center in Brussels, however, has been taken over by the new organization. The general manager of the Swiss Broadcasting Service was re-elected president of the Union, but resigned a few days later and was replaced by an official of the Swiss Post Office; the delegates of Denmark, Ireland, Italy and Turkey were elected vice presidents. The membership of the UIR is made up for a large part by countries which are not members of the United Nations.

There are still several broadcasting services which belong to the OIR as well as to the UIR while the leading European service—the BBC—does not belong to either one of them. It seems unlikely that the state of confusion engendered by the existence of two international broadcasting organizations in Europe can continue for very long.

OIR Purposes

The newly-created "Organisation Internationale de Radiodiffusion" is intended to serve as a link between the different broadcasting services, to further the exchange of information on the technical progress of radio, to promote the general development of broadcasting and to defend its interests. It will see to it that all mutual agreements and international conventions are observed and, if necessary, may even oblige the non-affiliated services to respect these provisions. It proposes to cooperate with all government administrations in charge of telecommunications, and with the official agencies which control or operate a broadcasting service, as well as with the International Telecommunications Union and other international organizations interested in broadcasting.

The statutes, which cannot be completely analyzed here, are inspired by the Articles 55-59, 62-64 and 70 of the Charter of the United Nations. The OIR is organized as an "international association with scientific objectives," and may become (according to Article 57 of the UN charter) one of the "specialized agencies" or may adhere to one of these agencies. At present, it is European in character; but it might later extend its activities outside the continent, or be integrated into a new world broadcasting organization.

The OIR comprises today 27 broadcasting services within the "European zone": the Radio Committee of the U.S.S.R. and those of seven Soviet Republics (Byelorussia, Estonia, Finnish Karelia, Latvia, Lithuania, Moldavia, Ukraine), the official services of Albania, Algeria, Belgium, Bulgaria, Czechoslovakia, Egypt, Finland, France, Holland, Hungary, Italy, Morocco, Poland, Syria, Tunisia, Yugoslavia, Vatican City, and finally the private companies of Luxemburg and Monaco.

Composition of Board

The Administrative Board is composed of seven members: three of them represent Belgium, France, and Soviet Russia, and have a permanent seat; two, representing Egypt and Poland, are appointed for two years, and two, representing Czechoslovakia and Holland, are appointed for four years. (In case the OIR were to become a world organization, permanent seats would be reserved for representatives of the United States, Great Britain and China.)

The General Assembly is composed of the active members, each of whom will be represented by *one* delegate. Associate members may attend the meetings, but here as well as in the several committees they have neither a seat nor a voice, not even the right to place a question on the agenda of the Assembly.

The statutes clearly express the radio philosophy of its founders, all of them being official broadcasting services. They reflect the European System of Broadcasting, and especially the government monopoly of radio operation. A broadcasting service cannot even make application for membership unless the government of its country agrees and certifies that its operation is entirely satisfactory. In the same way, the privilege of active membership is given, in the first place, to official services.

Membership Restricted

According to the statutes of the OIR, there will be only one active member per country. If there is in a certain country, only one public broadcasting service, or one private service created by the competent government authority, it is entitled to become an active member; if there are several public services, they are to designate one as the active member, or form a group which may then acquire active membership; in the case of a country with one public service and one or several private services, the official body becomes the active member *de jure;* if there are only private stations, they have to designate one of them as active member. (This would mean that the networks and stations of the United States, if they desire to affiliate with the OIR, cannot be represented by their own delegates, but only by a delegate of the "Voice of America" or, if the State Dept. agrees, by one dele-

NEED for a worldwide radio organization, composed of broadcasting services of all the United Nations, pointed out in the July 22 BROADCASTING by Dr. Arno Huth, Ph.D., is re-emphasized by the author, who points up the reasons for his thinking. Writer, lecturer and author of several books on broadcasting, Dr. Huth has spent many years in Europe, did research work on international broadcasting in Switzerland until last March, when he came to the U. S. In this article Dr. Huth explains how the OIR and UIR are dominated by governments of Europe which control radio.

We believe in PROMOTION!

We believe in promotion because it means *selling power* . . . a quicker build-up for your program and your advertising message. Obviously, the more promotion, the greater the audience . . . adding up to more sales for advertisers who use WGAR, the Friendly Station, in Cleveland.

Edward Petry & Co., National Representatives

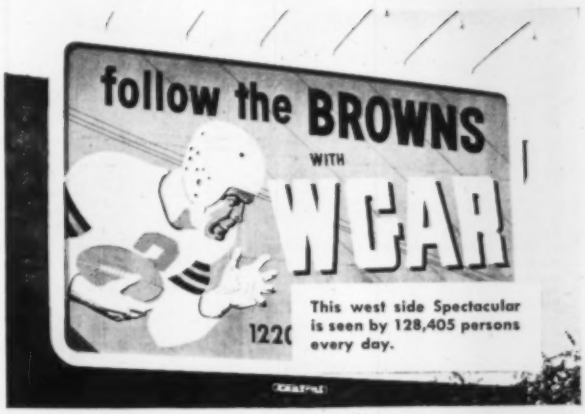
FOLLOW THE BROWNS with WGAR 1220 ON YOUR DIAL

BROUGHT TO YOU BY SEARS ROEBUCK AND CO.

Spectacular paint board on an east side traffic artery supplements 24 sheets and is seen by 147,311 persons daily!

These posters in the advertiser's stores catch the eyes of customers and build a radio audience.

These car cards on one thousand Cleveland streetcars feature a new show weekly.



This west side Spectacular is seen by 128,405 persons every day.

These cards in schools and public places capture popular interest to get a listening audience.

Andrew Radio Market Analysis

(Continued from page 43)

would be operating below the standard set for retail sales. This 10% is actually the starting point in deriving the above figures which are based on the estimate that 90% of the stations then operating were in a satisfactory environment and 10% were not.

The figures for larger cities are somewhat more arbitrary since there is practically no experience in the industry to show how many stations can survive economically in the larger cities. In the past, lack of AM frequencies have kept the actual number of stations in all of the larger cities well below the possible economic number.

To put absolute reliance on the figures shown, the reader must understand and accept the writer's suggested "normal" economic support. However, the standard itself can be ignored if the reader is interested only in comparing various cities of reasonably similar size.

Present Stations

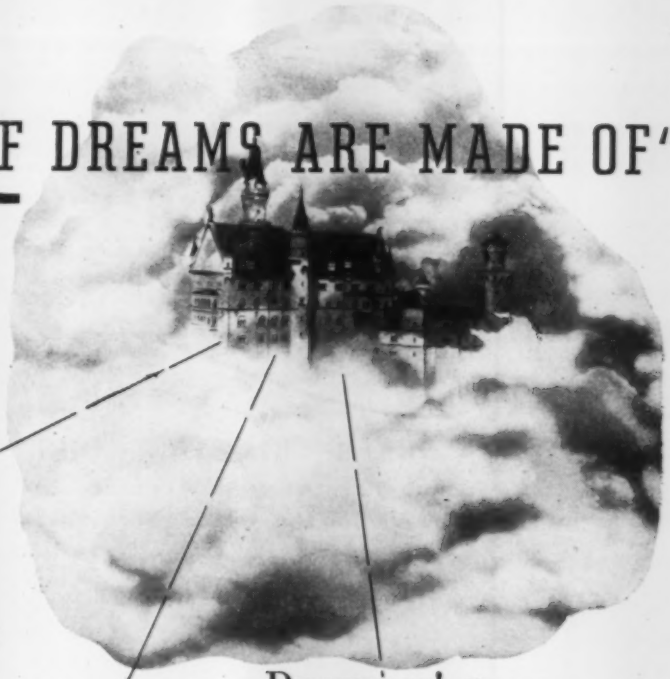
The "Present Number" shown in the table is the number of commercial AM, FM and TV stations operating, holding construction permits, proposed grants, or conditional grants at the date of writing (including FCC Actions announced through Oct. 1, 1946). As previously noted, this number is at present changing rapidly.

It may be noted that in setting standards by looking back, only AM stations were considered. In looking ahead to list "Present Number", AM, FM, and TV have been included. This is done deliberately since in general only AM have actually been supported by advertising to date, but all classes expect such support in the near future.

City	*Retail Sales (in millions)*	*Normal Number of Broadcast Stations*	*Present Number of Broadcast Stations*
ALABAMA			
Andalusia	6	0	1
Anniston	20	2	3
Bessemer	13	1	1
Birmingham	198	6	9
Cullman	9	1	1
Decatur	13	1	1
Dothan	13	1	1
Fairfield	11	1	0
Florence	12	1	2
Gadsden	26	2	4
Huntsville	18	1	4
Jasper	6	0	1
Lanett	6	0	1
Mobile	85	4	7
Montgomery	49	3	6
Muscle Shoals	1	0	1
Opelika	8	1	1
Phenix City	14	1	0
Selma	14	1	2
Sheffield	7	1	0
Sylacauga	6	0	1
Talladega	9	1	1
Troy	7	0	1
Tuscaloosa	22	2	1
ALASKA			
Anchorage	7	1	1
Fairbanks	7	1	1
Juneau	11	1	1
Ketchikan	9	1	1
Kodiak	2	0	1
ARIZONA			
Bisbee	10	1	1
Douglas	14	1	1
Flagstaff	8	1	0
Globe	10	1	1
Mesa	12	1	2
Nogales	9	1	0
Phoenix	100	4	4
Prescott	10	1	1
Safford	4	0	1
Tucson	38	2	5
Yuma	9	1	1
ARKANSAS			
Blytheville	13	1	1
Camden	10	1	1
El Dorado	18	1	1
Fayetteville	9	1	1
Fort Smith	31	2	6
Harrison	5	0	1
Helena	9	1	1
Hope	8	1	0
Hot Springs	20	2	2
Jonesboro	10	1	1
Little Rock	77	4	3
North Little Rock	14	1	1
Paragould	8	1	1
Pine Bluff	20	2	2
Siloam Springs	3	0	1
Texarkana	13	1	0
West Memphis	4	0	1
CALIFORNIA			
Alameda	20	2	1
Albany	17	1	0
Alhambra	41	2	0
Anaheim	11	1	0
Antioch	8	1	0
Arcadia	14	1	0
Auburn	8	1	0
Azusa	8	1	0
Bakersfield	70	3	5
Barstow	4	0	1
Bell	17	1	0
Belvedere	11	1	0
Berkeley	78	4	2
Beverly Hills	64	3	2
Brawley	11	1	2
Burbank	23	2	0
Burlingame	24	2	0
Calexico	8	1	1
Chico	19	1	1
Chula Vista	8	1	0
Coalinga	8	1	0
Colton	15	1	0
Compton	18	1	0
Corona	13	1	0
Coronado	11	1	0
Culver City	12	1	0
Daly City	15	1	0
Dinuba	5	0	1
El Centro	18	1	1
El Cerrito	9	1	1
El Monte	9	1	0
Eureka	23	2	3
Fresno	112	5	5
Fullerton	10	1	0
Gardena	9	1	0
Glendale	92	4	1
Grass Valley	9	1	0
Hanford	14	1	0
Hawthorne	13	1	0
Hayward	17	1	0
Hermosa Beach	11	1	0
Huntington Park	45	3	0
Indio	3	0	1
Inglewood	27	2	0
Lodi	14	1	1
Long Beach	238	7	2
Los Angeles	1600	19	12
Lynwood	17	1	0
Madera	9	1	0
Manhattan Beach	10	1	0
Martinez	9	1	0
Marysville	21	2	3
Maywood	16	1	0
Merced	19	1	1
Modesto	40	2	1
Monrovia	11	1	0
Montebello	12	1	0
Monterey	15	1	1
Monterey Park	13	1	0
Napa	17	1	0
National City	16	1	0
Oakland	430	10	5
Ontario	14	1	1
Orange	12	1	0
Oroville	9	1	0
Oxnard	11	1	0
Pacific Grove	9	1	0
Palm Springs	5	0	1
Palo Alto	25	2	1
Pasadena	105	4	4
Paso Robles	5	0	1
Petaluma	21	2	0
Piedmont	15	1	0
Pittsburg	9	1	0
Pomona	26	2	1
Porterville	13	1	1
Red Bluff	6	0	1
Redding	21	2	1
Redlands	12	1	0
Redondo Beach	8	1	0
Redwood City	14	1	0
Richmond	39	2	1
Riverside	35	2	2
Roseville	10	1	0
Sacramento	120	5	6
Salinas	29	2	0
San Anselmo	9	1	0
San Bernardino	53	3	3
San Bruno	10	1	1
San Buenaventura	22	2	0
San Diego	320	8	8
San Fernando	12	1	0
San Francisco	668	12	13
San Gabriel	18	1	0
San Jose	110	5	7
San Leandro	9	1	0
San Luis Obispo	15	1	2
San Marino	12	1	0
San Mateo	17	1	4
San Rafael	19	1	0
Santa Ana	44	3	1
Santa Barbara	41	2	3
Santa Clara	10	1	0
Santa Cruz	22	2	0
Santa Maria	13	1	3
Santa Monica	61	3	0
Santa Paula	14	1	0
Santa Rosa	26	2	1
Southgate	15	1	0
South Pasadena	22	2	0
South San Francisco	10	1	0
Stockton	73	4	3
Taft	9	1	0
Torrance	15	1	0
Tulare	14	1	1
Turlock	10	1	0
Upland	10	1	0
Vallejo	24	2	0
Visalia	17	1	2
Watsonville	15	1	1
Whittier	19	1	0
Woodland	11	1	0
COLORADO			
Alamosa	8	1	1
Boulder	13	1	1
Canon City	8	1	0
Colorado Springs	37	2	2
Denver	325	8	5
Durango	8	1	1
Englewood	11	1	0
Fort Collins	14	1	1
Grand Junction	18	1	1
Greeley	18	1	1
La Junta	8	1	1
Longmont	8	1	0
Pueblo	36	2	2
Sterling	9	1	1
Trinidad	11	1	2
CONNECTICUT			
Ansonia	16	1	0
Bridgeport	155	5	2
Bristol	25	2	0
Danbury	39	2	1
Derby	11	1	0
East Hartford	19	1	0
Greenwich	44	3	0
Hartford	240	7	6
Manchester	24	2	0
Meriden	41	2	1
Middletown	29	2	0
Naugatuck	12	1	0
New Britain	63	3	2
New Haven	163	6	3
New London	47	3	2
Norwalk	48	3	0
Norwich	36	2	1
Putnam	8	1	0
Rockville	8	1	0
Shelton	11	1	0
Stamford	59	3	2
Stratford	23	2	0
Torrington	27	2	0
Wallingford	12	1	0
Waterbury	84	4	5
West Hartford	35	2	0
West Haven	31	2	0
Willimantic	19	1	0
Winsted	8	1	0
DELAWARE			
Dover	15	1	0
Wilmington	150	5	4
DISTRICT OF COLUMBIA			
Washington	885	14	20
FLORIDA			
Bartow	7	1	0
Bradenton	9	1	1
Clearwater	11	1	1
Coral Gables	10	1	1
Daytona Beach	22	2	2
De Land	9	1	0
Fort Lauderdale	20	2	2
Fort Myers	10	1	1
Fort Pierce	8	1	1
Gainesville	14	1	1
Hollywood	7	1	1
Jacksonville	151	5	8
Key West	15	1	1
Lake City	7	1	2
Lakeland	21	2	1
Lake Worth	8	1	0
Miami	210	7	6
Miami Beach	40	2	2
Ocala	12	1	1
Orlando	51	3	5
Palatka	8	1	1
Palm Beach	4	0	2
Panama City	20	2	1
Pensacola	40	2	2
Plant City	8	1	0
River Junction	8	1	0
St. Augustine	10	1	1
St. Petersburg	63	3	3
Sanford	8	1	0
Sarasota	14	1	1
Tallahassee	16	1	2
Tampa	107	4	5
West Palm Beach	42	3	2
Winter Haven	11	1	0
GEORGIA			
Albany	16	1	2
Americus	8	1	0
Athens	18	1	2
Atlanta	306	8	6
Augusta	44	3	6
Bainbridge	5	0	1
Brunswick	10	1	1
Cartersville	5	0	1
Cedartown	7	1	1
Center Hill	10	1	0
College Park	7	1	0
Columbus	43	3	3
Cordele	7	1	1
Covington	3	0	1
Dalton	10	1	1
Decatur	10	1	0
Douglas	4	0	1
Dublin	6	0	1
East Point	9	1	0
Elberton	5	0	1
Fitzgerald	6	0	1
Gainesville	12	1	1
Griffin	11	1	1
La Grange	9	1	1
Macon	50	3	5
Marietta	8	1	1
Milledgeville	5	0	1
Moultrie	8	1	1
Quitman	4	0	1
Rome	24	2	1
Savannah	73	4	3
Statesboro	4	0	1
Thomasville	9	1	1
Toccoa	4	0	1
Valdosta	12	1	1
Vidalia	3	0	1
Waycross	12	1	1
West Point	6	0	1
HAWAII			
Hilo	23	2	1
Honolulu	179	6	5
Lihue	4	0	1
Wailuku	7	1	1
Waipahu	7	1	0
IDAHO			
Boise	42	3	3
Burley	6	0	1
Caldwell	9	1	1
Coeur d'Alene	8	1	1
Idaho Falls	18	1	1
Lewiston	15	1	1
Moscow	7	1	1
Nampa	11	1	1
Pocatello	20	2	2
Twin Falls	19	1	1
Wallace	5	0	1
ILLINOIS			
Alton	25	2	0
Aurora	37	2	1
Belleville	20	2	1
Belvidere	7	1	0
Berwyn	19	1	0
Bloomington	32	2	1
Blue Island	11	1	0
Brookfield	8	1	1
Cairo	8	1	1
Calumet City	10	1	0
Canton	9	1	0
Carbondale	7	1	1
Carthage	2	0	1
Centralia	16	1	1
Champaign	32	2	1
Chicago	2500	24	22
Chicago Heights	14	1	0
Cicero	28	2	1
Collinsville	7	1	0
Danville	31	2	1
Decatur	53	3	1
De Kalb	10	1	0
Des Plaines	7	1	0
Dixon	11	1	0
Downers Grove	7	1	0
East St. Louis	49	3	1
Edwardsville	7	1	0
Elgin	29	2	0
Elmhurst	9	1	0
Elmwood Park	10	1	1
Evanston	66	3	3
Forest Park	10	1	0
Freeport	20	2	1
Galesburg	24	2	1
Granite City	13	1	0
Harrisburg	10	1	1
Harvey	8	1	0
Herrin	7	1	1
Highland Park	11	1	0
Jacksonville	16	1	1
Joliet	40	2	1
Kankakee	24	2	1
Kewanee	11	1	0
La Grange	12	1	0
La Salle	11	1	0
Lincoln	9	1	0
McComb	8	1	0
Marion	7	1	0
Mattoon	14	1	1
Maywood	11	1	0
Melrose Park	8	1	0
Moline	30	2	1
Monmouth	9	1	0
Mt. Vernon	13	1	1
Murphysboro	7	1	0
Oak Park	58	3	0
Olney	7	1	0
Ottawa	13	1	0
Paris	9	1	0
Park Ridge	7	1	0
Pekin	11	1	1
Peoria	101	4	5
Peru	7	1	0
Pontiac	7	1	0
Quincy	28	2	1
River Forest	8	1	0
Rockford	82	4	2
Rock Island	26	2	2
Salem	8	1	0
Springfield	61	3	4
Sterling	12	1	0
Streator	15	1	0
Taylorville	8	1	0
Tuscola	2	0	1
Urbana	9	1	0

"THIS IS THE STUFF DREAMS ARE MADE OF"

Mr. Sales Manager! Do you dream of a market where the Effective Buying Income per family ($7,247.00)* doubles the national average? That's Hartford!



Dream on! You can build your "castles in the air"—over Hartford.

Mr. Time Buyer! Do you dream of a radio station that gives you coverage (5,000 watts), programs (Basic CBS) and rate (the same for national, regional and local advertisers)?

Mr. Account Executive! Do you dream of a successful test campaign for a new product, or increased sales for an old one? Use WDRC in the Greater Hartford Market!

COVERAGE 2 PROGRAMS 3 RATE 1 — GET ALL 3 ON WDRC

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

BASIC CBS — 5,000 WATTS

Represented by Paul H. Raymer Co.

**Write for WDRC's new 1946 Market Study of Connecticut*

Colorful BEAUTY WITH ACCENT ON PERFORMANCE

TURNER COLORTONE MICROPHONES

New crystal and dynamic microphones in a choice of rich, gem-like colors

Modern as tomorrow . . . packed with new performance features that give more accurate pick-up and higher fidelity reproduction of voice and music . . . Turner Colortone Microphones bring the beauty of matching color to microphone applications. Styled of rich, long lasting, shock resisting plastic in a choice of color finishes, they are especially adapted to orchestras, night spots, home recorders, and television studios. Green, orange, yellow and ivory models are now in production for limited delivery. Ask your dealer or write for details.

TURNER COLORTONE CRYSTAL

- Highest quality Metalseal, moisture proofed crystal.
- 90° tilting head. Semi or non-directional operation.
- Wind and blast proofed.
- Barometric compensator.
- Choice of color finishes.
- Turner precision diaphragm.
- 20 ft. removable cable set.
- Response: Within ± 5db from 50 cycles to 10,000 cycles.
- Level: -52db below one volt/dyne/sq.cm.

Crystals licensed under patents of the Brush Development Company

TURNER COLORTONE DYNAMIC

- Heavy duty dynamic cartridge.
- Alnico V Magnet for increased sensitivity.
- Mu metal transformer shield eliminates possibility of extraneous pick-up.
- 90° tilting head. Semi or non-directional operation.
- Wind and blast proofed.
- Choice of color finishes.
- Turner precision diaphragm.
- 20 ft. removable cable set.
- Response: Within ± 5db from 50 cycles to 10,000 cycles.
- Level: -54db below one volt/dyne/sq.cm.
- Impedances: 50, 250, 500 or high.

Licensed under U. S. Patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated.

Microphones BY TURNER

THE TURNER COMPANY

914 17th Street N. E. • Cedar Rapids, Iowa

TURN TO TURNER FOR THE FINEST IN ELECTRONIC EQUIPMENT

Andrew Analysis

(Continued from page 148)

City	Retail Sales (in millions)	Normal Number of Broadcast Stations	Present Number of Broadcast Stations
ILLINOIS—(Continued)			
Waukegan	31	2	1
West Frankfort	9	1	0
Wilmette	10	1	0
Winnetka	8	1	0
INDIANA			
Anderson	38	2	2
Bedford	10	1	0
Bloomington	20	2	2
Brazil	8	1	0
Clinton	7	1	0
Columbus	14	1	1
Connersville	10	1	1
Crawfordsville	12	1	0
East Chicago	24	2	0
Elkhart	28	2	2
Elwood	8	1	0
Evansville	110	5	4
Fort Wayne	108	4	3
Frankfort	13	1	0
Gary	76	4	0
Goshen	11	1	0
Hammond	61	3	2
Hobart	7	1	0
Huntington	12	1	0
Indianapolis	338	8	6
Jeffersonville	11	1	0
Kokomo	28	2	2
Lafayette	35	2	2
La Porte	16	1	0
Lebanon	8	1	0
Logansport	19	1	0
Marion	25	2	0
Michigan City	21	2	0
Mishawaka	16	1	0
Muncie	45	3	2
New Albany	16	1	0
New Castle	14	1	1
Peru	10	1	0
Portland	8	1	0
Princeton	7	1	0
Richmond	32	2	1
Seymour	8	1	0
Shelbyville	12	1	1
South Bend	85	4	3
Terre Haute	59	3	4
Valparaiso	11	1	0
Vincennes	18	1	1
Wabash	9	1	0
Washington	8	1	0
Whiting	10	1	0
IOWA			
Ames	13	1	0
Atlantic	7	1	0
Boone	10	1	0
Burlington	21	2	2
Carroll	7	1	0
Cedar Falls	7	1	1
Cedar Rapids	55	3	2
Centerville	7	1	0
Charles City	7	1	0
Clinton	19	1	1
Council Bluffs	23	2	0
Creston	7	1	1
Davenport	53	3	3
Des Moines	131	5	7
Dubuque	32	2	4
Fort Dodge	24	2	1
Fort Madison	10	1	0
Iowa City	19	1	0
Keokuk	7	1	0
Marshalltown	18	1	1
Mason City	25	2	1
Muscatine	13	1	1
Newton	8	1	0
Oelwein	7	1	0
Oskaloosa	10	1	0
Ottumwa	21	2	1
Shenandoah	10	1	2
Sioux City	68	3	2
Spencer	10	1	1
Storm Lake	7	1	0
Waterloo	47	3	3
Webster City	7	1	0
KANSAS			
Arkansas City	11	1	1
Atchison	10	1	0
Chanute	9	1	0
Coffeyville	13	1	1
Dodge City	11	1	1
El Dorado	10	1	0
Emporia	14	1	1
Fort Scott	9	1	0
Garden City	8	1	1
Great Bend	10	1	1
Hutchinson	33	2	4
Independence	11	1	0
Iola	7	1	0
Junction City	8	1	0
Kansas City	69	3	1
Lawrence	15	1	2
Leavenworth	14	1	0
McPherson	8	1	0
Manhattan	13	1	0
Newton	10	1	0
Ottawa	9	1	0
Parsons	11	1	0
Pittsburg	16	1	0
Salina	22	2	1
Topeka	70	3	3
Wellington	7	1	0
Wichita	170	6	6
Winfield	10	1	0

Andrew Analysis

(Continued from page 150)

City	Retail Sales (in millions)	Normal Number of Broadcast Stations	Present Number of Broadcast Stations
KENTUCKY			
Ashland	22	2	1
Bellevue	9	1	0
Bowling Green	15	1	2
Corbin	8	1	1
Covington	43	3	0
Danville	9	1	0
Dayton	8	1	0
Fort Thomas	11	1	0
Frankfort	11	1	1
Glasgow	6	0	1
Harlan	5	0	1
Hazard	7	1	0
Henderson	9	1	1
Hopkinsville	11	1	1
Jenkins	9	1	0
Lexington	58	3	4
Louisville	264	7	7
Madisonville	9	1	1
Mayfield	9	1	2
Maysville	9	1	0
Middlesborough	12	1	0
Newport	25	2	0
Owensboro	25	2	2
Paducah	29	2	4
Paris	7	1	0
Richmond	7	1	0
Winchester	9	1	1
LOUISIANA			
Alexandria	26	2	5
Baton Rouge	58	3	3
Bogalusa	9	1	1
Crowley	8	1	0
Gretna	9	1	0
Houma	12	1	1
Lafayette	15	1	1
Lake Charles	24	2	2
Monroe	36	2	2
New Iberia	10	1	1
New Orleans	340	8	13
Opelousas	10	1	0
Shreveport	95	4	3
MAINE			
Auburn	9	1	0
Augusta	14	1	2
Bangor	35	2	4
Bath	8	1	0
Biddeford	14	1	0
Lewiston	31	2	1
Portland	90	4	5
Presque Isle	6	0	1
Rockland	9	1	0
South Portland	12	1	0
Waterville	15	1	1
Westbrook	8	1	0
MARYLAND			
Annapolis	23	2	3
Baltimore	870	14	14
Bethesda	43	3	1
Cambridge	12	1	0
Cumberland	40	2	1
District 12	26	2	0
District 13	22	2	0
Frederick	27	2	2
Frostburg	13	1	0
Hagerstown	43	3	2
Hyattsville	10	1	0
Salisbury	26	2	2
Silver Spring	15	1	2
Takoma Park	15	1	0
MASSACHUSETTS			
Adams	8	1	0
Amesbury	7	1	0
Andover	7	1	0
Arlington	14	1	0
Athol	12	1	0
Attleboro	11	1	0
Barnstable	10	1	0
Belmont	8	1	0
Beverly	13	1	0
Boston	715	13	11
Braintree	11	1	0
Brockton	46	3	1
Brookline	31	2	0
Cambridge	72	4	0
Chelsea	23	2	0
Chicopee	14	1	1
Clinton	12	1	0
Danvers	9	1	0
Easthampton	7	1	0
Everett	14	1	0
Fairhaven	7	1	0
Fall River	63	3	2
Fitchburg	37	2	2
Framingham	17	1	0
Gardner	20	2	1
Gloucester	12	1	0
Greenfield	16	1	3
Haverhill	26	2	2
Holyoke	40	2	2
Lawrence	53	3	2
Leominster	13	1	0
Lexington	9	1	0
Lowell	62	3	1
Lynn	61	3	0
Malden	34	2	0
Marblehead	7	1	0
Marlborough	8	1	0
Medford	22	2	0
Melrose	9	1	0
Methuen	15	1	0
Milford	13	1	0
Milton	13	1	0
Natick	7	1	0
New Bedford	69	3	4
Newburyport	10	1	0
Newton	35	2	0
North Adams	15	1	1
Northampton	17	1	0
North Attleborough	7	1	0
Northbridge	7	1	0
Norwood	9	1	0
Peabody	9	1	0
Pittsfield	36	2	3
Plymouth	9	1	0
Quincy	50	3	0
Reading	7	1	0
Revere	23	2	0
Salem	29	2	2
Saugus	10	1	0
Somerville	41	2	0
Southbridge	8	1	0
Springfield	148	5	5
Stoneham	7	1	0
Swampscott	7	1	0
Taunton	20	2	0
Wakefield	9	1	0
Waltham	32	2	1
Watertown	19	1	0
Wellesley	12	1	0
Westfield	14	1	0
West Springfield	10	1	0
West Yarmouth	2	0	1
Weymouth	9	1	0
Winchester	10	1	0
Winthrop	11	1	0
Woburn	10	1	0
Worcester	153	5	5
MICHIGAN			
Adrian	16	1	1
Albion	8	1	0
Alma	8	1	0
Alpena	11	1	0
Ann Arbor	42	3	6
Battle Creek	51	3	2
Bay City	48	3	2
Benton Harbor	21	2	2
Birmingham	13	1	0
Cadillac	9	1	1
Calumet	1	0	1
Coldwater	8	1	0
Dearborn	67	3	2
Detroit	1351	18	15
East Detroit	9	1	0
East Lansing	6	0	1
Ecorse	13	1	0
Escanaba	13	1	2
Ferndale	14	1	0
Flint	136	5	5
Grand Haven	9	1	0
Grand Rapids	153	5	7
Grosse Pointe	8	1	0
Hamtramck	49	3	0
Highland Park	58	3	0
Holland	15	1	0
Inkster	7	1	0
Iron Mountain	10	1	2
Ironwood	12	1	1
Ishpeming	8	1	0
Jackson	63	3	2
Kalamazoo	66	3	2
Lansing	103	4	2
Lapeer	5	0	1
Lincoln Park	8	1	0
Ludington	9	1	1
Manistee	9	1	0
Marquette	13	1	1
Menominee	10	1	0
Midland	11	1	0
Monroe	17	1	0
Mount Clemens	17	1	1
Mount Pleasant	10	1	0
Muskegon	36	3	3
Muskegon Heights	16	1	0
Negaunee	7	1	0
Niles	11	1	0
Owosso	16	1	1
Petoskey	10	1	1
Pontiac	62	3	2
Port Huron	34	2	2
River Rouge	25	2	0
Roseville	9	1	0
Royal Oak	27	2	1
Saginaw	66	3	3
St. Clair Shores	11	1	0
St. Joseph	8	1	0
Sault Ste. Marie	14	1	1
Sturgis	7	1	0
Three Rivers	7	1	0
Traverse City	16	1	1
Wyandotte	25	2	1
Ypsilanti	14	1	0
MINNESOTA			
Albert Lea	13	1	1
Austin	16	1	0
Bemidji	10	1	1
Brainerd	11	1	1
Chisholm	7	1	0
Cloquet	7	1	0
Crookston	7	1	0
Duluth	70	3	2
Eveleth	7	1	0
Fairmont	9	1	0
Faribault	9	1	0
Fergus Falls	9	1	1
Hibbing	13	1	1
Mankato	21	2	2
Marshall	4	0	1
Minneapolis	410	9	6
Montevideo	7	1	0
Moorhead	9	1	1
New Ulm	8	1	0
Owatonna	8	1	0
Red Wing	9	1	0
Rochester	26	2	2
St. Cloud	20	2	2
St. Louis Park	7	1	0
St. Paul	258	7	5
South St. Paul	9	1	0
Stillwater	7	1	0
Thief River Falls	7	1	1
Virginia	11	1	1
Willmar	9	1	1
Winona	18	1	2
Worthington	8	1	0
MISSISSIPPI			
Biloxi	11	1	0
Clarksdale	11	1	2
Columbia	5	0	1
Columbus	10	1	1
Corinth	6	0	1
Greenville	17	1	1
Greenwood	14	1	1
Gulfport	14	1	1
Hattiesburg	16	1	1
Jackson	57	3	5
Laurel	14	1	2
Macon	2	0	1
McComb	8	1	1
Meridian	23	2	3
Natchez	10	1	1
Philadelphia	3	0	1
Tupelo	9	1	1
Vicksburg	15	1	1
Yazoo City	6	0	1
MISSOURI			
Cape Girardeau	13	1	2
Carthage	7	1	0
Clayton	11	1	2
Columbia	15	1	1
Hannibal	11	1	1
Independence	14	1	0
Jefferson City	15	1	1
Joplin	28	2	3
Kansas City	373	9	10
Kirksville	7	1	0
Kirkwood	9	1	0
Maplewood	12	1	0
Moberlev	7	1	0
Poplar Bluff	8	1	1
Richmond Heights	10	1	0
St. Charles	8	1	0
St. Joseph	47	3	3
St Louis	519	11	15
Sedalia	12	1	1
Springfield	48	3	3
University City	9	1	0
Webster Groves	9	1	0
West Plains	3	0	1
MONTANA			
Anaconda	8	1	1
Billings	28	2	2
Bozeman	11	1	1
Butte	38	2	2
Great Falls	31	2	2
Havre	8	1	1
Helena	16	1	1
Kalispall	11	1	1
Lewiston	6	0	1
Livingston	7	1	1
Miles City	7	1	1
Missoula	22	2	1
Shelby	3	0	1
NEBRASKA			
Beatrice	10	1	0
Columbus	8	1	0
Fremont	12	1	1
Grand Island	17	1	1
Hastings	13	1	1
Kearney	9	1	1
Lincoln	58	3	4
McCook	7	1	0
Nebraska City	7	1	0
Norfolk	11	1	1
North Platte	14	1	1
Omaha	185	6	7
Scottsbluff	15	1	1
NEVADA			
Boulder City	6	0	1
Ely	9	1	1
Las Vegas	18	1	3
Reno	50	3	5
Sparks	11	1	0
NEW HAMPSHIRE			
Berlin	9	1	1
Claremont	8	1	1
Concord	19	1	2
Dover	11	1	0
Keene	12	1	1
Laconia	10	1	1
Manchester	56	3	4
Nashua	21	2	0
Portsmouth	15	1	2
Rochester	8	1	0
NEW JERSEY			
Asbury Park	33	2	3
Atlantic City	87	4	4
Audubon	13	1	0
Bayonne	46	3	0
Belleville	10	1	0
Bergenfield	15	1	0
Bloomfield	26	2	0
Bogota	10	1	0
Boonton	10	1	0
Bound Brook	11	1	0
Bridgeton	19	1	2
Burlington	8	1	0
Camden	83	4	1
Carlstadt	8	1	0
Carteret	17	1	0
Cliffside Park	24	2	0
Clifton	29	2	0
Collingswood	10	1	0
Cranford	18	1	0
Dover	14	1	0
Dumont	11	1	0
Dunellen	8	1	0
East Orange	54	3	0
East Rutherford	10	1	0
Elizabeth	97	4	0
Englewood	22	2	0
Ewing Township	14	1	1
Fair Lawn	13	1	0

(Continued on page 154)

NO. 1 OF A SERIES

"im Tommy Johnson"

Minnesota has a lot of Tommy Johnsons. A great bunch of kids ...strong, husky, and high spirited. While they grow up to be Minnesota football players, they wear out shoes and grow out of clothes...they eat peanut butter and cereal...they drink milk and chew bubble gum. AND THEY LISTEN TO WTCN...and how! Because WTCN gives 'em a bang-up series of shows...network and local.

Tommy likes to listen to ...

WTCN
MINNEAPOLIS — ST. PAUL

The Double-Duty Station
Minneapolis • St. Paul
ABC... plus High-listener locals!

FREE and PETERS
National Representatives

Lewis

(*Continued from page 138*)

to the networks thus neatly removed, what other difficulties present themselves?

Recordings, the networks will say, are not so satisfactory as live broadcasts to listeners. I believe the fallacy of this claim could be exposed quickly by a little honest research, but even without research it is fast becoming apparent on all sides. When *Breakfast in Hollywood* was broadcast live to the East and recorded for playback to the West, the recordings enjoyed higher ratings than the live broadcasts (and they were broadcast at approximately the same time, clockwise). It is my guess that Philco and Bing Crosby will soon furnish some additional pertinent data. And the same networks who decry recordings sing another song when they try to sell advertisers the virtues of the recorded playback on a key station that cannot—for good and sufficient reasons—offer live clearance for a network program.

Another objection concerns the announcement that a program is recorded; listeners, it is claimed, will feel cheated, and will minimize the importance of the program. In view of the FCC's current tendency toward liberalization of the transcription announcement rule (a tendency the networks are fighting tooth and nail) it seems obvious that because of the public service magnitude of clockwise broadcasting, and since there is here no intent to defraud, the FCC would lean over backwards to cooperate. And even if the FCC did not, the announcements could easily be turned to promotional advantage: "For your greater listening convenience, XYZ now brings you recorded a program broadcast two hours ago from New York."

News and Special Events

What of news and special event programs? These present valid but by no means insurmountable difficulties. Let's take special events first. If the President decides to speak for 30 minutes over a network at 10 o'clock tonight, one program is cancelled out on the entire network and a full rebate is granted. The sponsor loses his entire advertising impact. Under clocktime broadcasting, four programs would be *partially* cancelled out, one in each time zone, and in each case a partial rebate would be granted. I daresay any one of the four sponsors affected would rather lose part of his advertising impact than all of it.

The network news problem could be licked in one of two ways, either by decentralization with adequate news staffs in the four key origination points, or by teletype with up-to-the-minute news broadcasts furnished the key points every hour by the network news headquarters. Commentators and pickups from abroad could be handled as all other programs would be—on a delayed playback basis. This may be heresy, but I am convinced that analyses of the news, or commentaries on it, lose little by a one-to-three-hour loss of immediacy.

Problems Small

The problems, then, loom pitifully small when compared to the really complex problems the networks have overcome in the past. They loom infinitesimally small when measured against some of the advantages to be gained. No more costly repeat broadcasts. No more recorded playbacks on individual stations; the local news and public service programs left inviolate on all stations at the same hour clockwise. Children's programs heard nationally at the hour children are known to listen. Thousands of dollars saved on the simplification of publicity, promotion, and tune-in advertising plans. And dozens of other advantages; make your own checklist.

This past summer a well-intentioned but abortive step in the direction of this plan was taken by the American Broadcasting Company. With the change to Daylight Saving Time, ABC recorded network programs in the Central, Mountain, and Pacific Time Zones and played them back not at clock time but at the same hour locally they had been heard during Standard Time. The purpose was to give listeners their favorite programs at the same hour clockwise they had been accustomed to hear them before the switch to daylight time. The plan failed for several reasons. It was not possible practically to apply the plan to every ABC station — thereby creating muddle number one. Then the other three networks failed to follow ABC's lead, with the result that ABC programs were thrown suddenly against new competition and rating charts promptly assumed a crazy quilt pattern which agency research men still have not deciphered.

The only way for clocktime broadcasting to work is for all networks and all network stations to commence the operation simultaneously. And I submit that the adoption of the plan would be a practical and profitable demonstration—at a time when such a demonstration is sorely needed from a public relations standpoint—that under the American System of Broadcasting networks and stations can operate "in the public interest, convenience, and necessity" without government intervention.

PANTOMIME DEPICTS opinion of agency group on *The Hucksters*, best seller, during convention of First Advertising Agency Group in Los Angeles. Pantomimists are (l to r): E. W. Conner, president of Conner Co., San Francisco; Robert M. Jenkins, vice president of Smith Taylor & Jenkins, Pittsburgh; James L. Cole, president of Cole's Inc., Des Moines; Melvin F. Hall, president of Melvin F. Hall Adv., Buffalo.

AID FOR SCHOOLS

California Stations Present Educational Series

RADIO stepped in to fill the breach when the schools of San Bernardino County found themselves with a teacher shortage in the audio-visual department. Present schedule of programs runs through Dec. 20, and includes series for primary, intermediate, junior high, high school and a program for all grades. KROP Brawley and El Centro, KPRO Riverside and San Bernardino, and KREO Indio and Palm Springs, Calif., carry the programs.

The series includes cultural subjects selected by the California school system, with a music program for all grades each Friday. Primary programs are broadcast Monday, intermediate on Tuesday, junior high on Wednesday, high school on Thursday. Edward H. McLean, KPRO and Broadcasting Corp. of America public relations director, in cooperation with the schools, arranged for the series.

"GOOD ENGINEERING IS GOOD BUSINESS"

EVERETT L. DILLARD
General Manager

Also
LICENSEE OF
KOZY-FM IN K. C., MO.
WSDC-FM IN WASH., D. C.
W3XL-DEVELOPMENTAL FM
IN WASH., D. C.

FM-AM-TV

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OF
DEPENDABLE, PROGRESSIVE
CONSULTING AND FIELD ENGINEERING SERVICE
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Kansas City 2, Mo.

INTERNATIONAL BUILDING
Suite 809-12
WASHINGTON 4, D. C.

1584 Cross Roads of the World
Holywood 28, Calif.

Andrew Radio Market Analysis

(*Continued from page 151*)

City	*Retail Sales (in millions)*	*Normal Number of Broadcast Stations*	*Present Number of Broadcast Stations*
NEW JERSEY—Continued			
Fairview	12	1	0
Fort Lee	13	1	0
Freeholt	10	1	0
Garfield	11	1	0
Glen Ridge	10	1	0
Gloucester City	19	1	0
Guttenberg	9	1	0
Hackensack	54	3	0
Haddonfield	14	1	0
Haddon Heights	8	1	0
Haledon	8	1	0
Hammonton	11	1	0
Harrison	20	2	0
Hasbrouck Heights	10	1	0
Hawthorne	18	1	0
Highland Park	13	1	0
Hillside	26	2	0
Hoboken	23	2	0
Irvington	39	2	0
Jersey City	131	5	2
Kearny	18	1	0
Keyport	7	1	0
Leonia	8	1	0
Linden	13	1	0
Lodi	16	1	0
Long Branch	15	1	0
Lyndhurst	25	2	0
Madison	11	1	0
Manville	9	1	0
Maplewood	12	1	0
Metuchen	9	1	0
Millburn	17	1	0
Millville	10	1	0
Montclair	41	2	0
Morristown	27	2	0
Neptune	15	1	0
Newark	465	10	3
New Brunswick	47	3	2
Newton	8	1	0
North Arlington	14	1	0
North Bergen	19	1	0
North Plainfield	15	1	0
Nutley	10	1	0
Ocean City	9	1	0
Orange	27	2	0
Palisades Park	12	1	0
Palmyra	7	1	0
Passaic	66	3	0
Paterson	149	5	2
Paulsboro	10	1	0
Pennsauken	25	2	0
Penns Grove	9	1	0
Perth Amboy	44	3	0
Phillipsburg	9	1	0
Pitman	8	1	0
Plainfield	52	3	0
Pleasantville	16	1	0
Princeton	12	1	0
Prospect Park	8	1	0
Rahway	12	1	0
Red Bank	21	2	0
Ridgefield	17	1	0
Ridgefield Park	16	1	0
Ridgewood	13	1	0
Roselle	19	1	0
Roselle Park	14	1	0
Rutherford	12	1	0
Salem	8	1	0
Sayreville	12	1	0
Secaucus	14	1	0
Somerville	13	1	0
South Amboy	11	1	0
South Orange	12	1	0
South Plainfield	8	1	0
South River	15	1	0
Summit	14	1	0
Teaneck	12	1	0
Tenafly	11	1	0
Totowa	7	1	0
Trenton	97	4	2
Union	12	1	0
Union City	57	3	0
Ventnor City	11	1	0
Verona	13	1	0
Vineland	19	1	1
Wallington	13	1	0
Weehawken	20	2	0
Westfield	13	1	0
West New York	31	2	0
West Orange	12	1	0
West Wood	8	1	0
Wildwood	9	1	0
Woodbridge	9	1	0
Woodbury	10	1	0
Wood-Ridge	8	1	0
NEW MEXICO			
Albuquerque	42	3	5
Artesia	5	0	1
Carlsbad	8	1	1
Clovis	13	1	1
Gallup	9	1	1
Hobbs	10	1	1
Hot Springs	3	0	1
Las Cruces	9	1	0
Las Vegas	14	1	1
Raton	8	1	0
Roswell	13	1	1
Santa Fe	14	1	2
Silver City	6	0	1
Tucumcari	7	1	1
NEW YORK			
Albany	92	4	3
Amsterdam	19	1	0
Auburn	23	2	1
Batavia	13	1	1
Binghamton	64	3	3
Bronxville	7	1	0
Buffalo	353	9	9
Canandiagua	7	1	0
Cohoes	7	1	0
Coram	0	0	1
Corning	10	1	1
Cortland	13	1	0
Dunkirk	9	1	1
Elmira	49	3	1
Endicott	13	1	0
Floral Park	9	1	0
Freeport	15	1	1
Fulton	8	1	0
Garden City	8	1	0
Geneva	11	1	1
Glen Cove	10	1	0
Glen Falls	20	2	2
Gloversville	16	1	1
Hempstead	224	7	1
Herkimer	7	1	0
Hornell	11	1	1
Hudson	9	1	0
Irondequoit	17	1	0
Ithaca	20	2	2
Jamestown	33	2	2
Johnson City	8	1	0
Kenmore	10	1	0
Kingston	22	2	1
Lackawanna	7	1	0
Lockport	17	1	0
Lynbrook	9	1	0
Malone	7	1	1
Mamaroneck	7	1	0
Messena	7	1	2
Middletown	17	1	1
Mineola	8	1	0
Mount Vernon	49	3	1
Newark	9	1	0
Newburgh	27	2	1
New Rochelle	44	3	0
New York	4535	33	28
Niagara Falls	57	3	2
North Hemstead	25	2	0
North Tonawanda	9	1	0
Norwich	7	1	0
Nyack	8	1	0
Ogdensburg	8	1	2
Olean	18	1	1
Oneida	8	1	0
Oneonta	11	1	1
Ossining	8	1	0
Oswego	11	1	1
Oyster Bay	31	2	1
Patchogue	11	1	0
Peekskill	13	1	0
Plattsburgh	13	1	1
Port Chester	17	1	0
Port Jarvis	7	1	0
Poughkeepsie	37	2	2
Rensselaer	8	1	0
Rochester	243	7	8
Rockville Centre	14	1	0
Rome	16	1	1
Saratoga Springs	11	1	0
Schenectady	73	4	5
Syracuse	142	5	11
Troy	46	3	4
Utica	66	3	4
Valley Stream	12	1	0
Watertown	25	2	3
White Plains	51	3	2
Yonkers	73	4	0
NORTH CAROLINA			
Ahoskie	2	0	1
Albemarle	9	1	0
Asheboro	7	1	1
Asheville	55	3	6
Burlington	18	1	3
Charlotte	100	4	4
Concord	13	1	1
Dunn	5	0	1
Durham	56	3	5
Elizabeth City	8	1	1
Fayetteville	17	1	3
Gastonia	16	1	2
Goldsboro	15	1	2
Greensboro	52	3	3
Greenville	13	1	2
Henderson	10	1	1
Hendersonville	9	1	1
Hickory	12	1	2
High Point	25	2	5
Jacksonville	0	0	1
Kinston	14	1	1
Leaksville	2	0	1
Lenoir	7	1	1
Lexington	8	1	1
Lumberton	9	1	1
Morganton	7	1	0
New Bern	10	1	1
North Wilkesboro	4	0	1
Raleigh	33	2	4
Reidsville	8	1	1
Roanoke Rapids	8	1	3
Rockingham	3	0	1
Rocky Mount	18	1	3
Salisbury	21	2	2
Sanford	5	0	1
Shelby	11	1	1
Statesville	9	1	0
Tarboro	7	1	1
Thomasville	10	1	0
Washington	8	1	2
Whiteville	3	0	1
Wilmington	28	2	4
Wilson	15	1	2
Winston-Salem	50	3	4
NORTH DAKOTA			
Bismarck	15	1	1
Devils Lake	8	1	1
Dickinson	6	0	1
Fargo	33	2	2
Grand Forks	23	2	1
Jamestown	8	1	1
Mandan	7	1	1
Minot	16	1	1
Valley City	6	0	1
OHIO			
Akron	225	7	3
Alliance	19	1	1
Ashland	13	1	1
Ashtabula	21	2	1
Athens	11	1	1
Barberton	17	1	0
Bedford	7	1	0
Belaire	8	1	1
Bellefontaine	10	1	0
Bexley	8	1	0
Bowling Green	8	1	0
Bucyrus	9	1	0
Cambridge	12	1	0
Campbell	13	1	0
Canton	96	4	5
Chillicothe	20	2	0
Cincinnati	390	9	10
Cleveland	762	13	7
Cleveland Heights	30	2	1
Columbus	260	7	6
Conneaut	8	1	0
Coshocton	12	1	0
Cuyahoga Falls	13	2	0
Dayton	196	6	2
Defiance	9	1	0
Delaware	9	1	0
Dover	10	1	1
East Cleveland	19	1	0
East Liverpool	23	2	0
Elyria	23	2	0
Euclid	17	1	0
Findlay	18	1	2
Fostoria	12	1	2
Fremont	15	1	1
Galion	8	1	0
Gallipolis	7	1	0
Garfield Heights	16	1	0
Girard	9	1	0
Grandview Heights	7	1	0
Greenville	9	1	0
Hamilton	38	2	2
Ironton	12	1	0
Kent	8	1	0
Kenton	7	1	0
Lakewood	40	2	0
Lancaster	18	1	0
Lima	41	2	1
Lorain	31	2	0
Mansfield	40	2	0
Marietta	15	1	1
Marion	24	2	2
Martins Ferry	8	1	0
Massillon	22	2	0
Medina	8	1	0
Middletown	27	2	0
Mount Vernon	12	1	0
Newark	27	2	1
New Philadelphia	11	1	0
Niles	9	1	0
Norwalk	8	1	0
Norwood	24	2	0
Oakwood	8	1	0
Painesville	15	1	0
Parma	15	1	0
Piqua	13	1	0
Portsmouth	35	2	2
Ravenna	9	1	0
Rocky River	8	1	0
St. Bernard	7	1	0
Salem	14	1	0
Sandusky	22	2	0
Shaker Heights	10	2	0
Shelby	6	1	0
Sidney	9	1	0
Springfield	50	3	1
Steubenville	35	2	2
Struthers	11	1	0
Tiffin	14	1	0
Toledo	231	8	5
Toronto	7	1	0
Troy	9	1	0
Urbana	8	1	0
Van Wert	10	1	0
Warren	40	3	2
Washington Court House	11	1	0
Wellsville	7	1	0
Wilmington	8	1	0
Wooster	16	1	1
Worthington	1	0	1
Xenia	10	1	0
Youngstown	133	5	4
Zanesville	30	2	1
OKLAHOMA			
Ada	14	1	1
Altus	7	1	1
Ardmore	12	1	2
Bartlesville	15	1	1
Blackwell	7	1	0
Chickasha	11	1	1
Duncan	8	1	0
Durant	9	1	1
Elk City	4	0	1
El Reno	7	1	0
Enid	26	2	1
Guthrie	8	1	0
Lawton	15	1	2
McAlester	10	1	1
Miami	7	1	0
Muskogee	29	2	2
Norman	9	1	0
Oklahoma City	186	6	9
Okmulgee	10	1	1
Ponca City	13	1	1
Sapulpa	7	1	0
Seminole	11	1	0
Shawnee	18	1	2
Stillwater	10	1	1
Tulsa	136	5	7
Wewoka	8	1	0
OREGON			
Albany	9	1	2
Ashland	8	1	1
Astoria	16	1	1
Baker	12	1	1
Bend	13	1	1
Coos Bay	0	0	1
Corvallis	14	1	0
Eugene	45	3	4
Grants Pass	9	1	2
Klamath Falls	35	2	2
La Grande	10	1	1
Marshfield	11	1	0
Medford	20	2	4
Onfario	6	0	1
Oregon City	11	1	0
Pendleton	13	1	1
Portland	380	9	14
Roseburg	9	1	1
Salem	34	2	1
The Dalles	12	1	1
PENNSYLVANIA			
Abington Township	18	1	0
Aliquippa	14	1	0
Allentown	77	4	5
Altoona	52	3	3
Ambridge	13	1	0
Archbald	7	1	0
Arnold	9	1	0
Beaver Falls	18	1	0
Bellevue	9	1	0
Berwick	7	1	0
Bethlehem	37	2	2
Blakely	7	1	0
Bloomsburg	8	1	0
Braddock	19	1	0
Bradford	17	1	1
Bristol	10	1	0
Brownsville	7	1	0
Butler	28	2	1
Canonsburg	8	1	0
Carbondale	11	1	0
Carlisle	12	1	0
Carnegie	10	1	0
Chambersburg	14	1	1
Charleroi	13	1	0

SEN. CLYDE R. HOEY (D-N. C.) was principal speaker at formal opening of WOHS Shelby, N. C. Participating were (l to r): Don S. Elias, general manager, WWNC Asheville, NAB Legislative Committee chairman; Senator Hoey; Robert M. Wallace, WOHS general manager; State Sen. Lee B. Weathers, president, Western Carolina Broadcasting Corp., WOHS licensee; Harry Le Brun, field representative, Mutual Southeast Division; Capt. Earl J. Gluck, president, general manager, WSOC Charlotte.

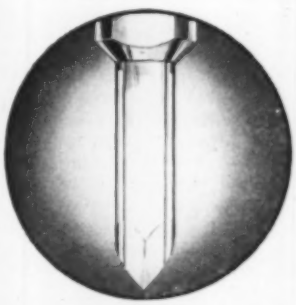
(*Continued on page 157*)

For Truly Fine Sound Recording

Professional Recordists Recommend . . .

Sapphire Recording audiopoints

Designed for the professional - Guaranteed to do a professional job



The jewelled point, with 87° included angle, correct radius and fine polish, cuts a silent shiny groove for many hours. When dulled or chipped, these points may be resharpened several times. Each resharpened Audiopoint is disc-tested to insure perfect performance. For this service return points through your dealer.

With These *Three* Outstanding Features

- INDIVIDUALLY DISC-TESTED ON A RECORDING MACHINE.
- EXPERTLY DESIGNED TO INSURE PROPER THREAD THROW.
- A PRODUCT OF THE MANUFACTURER OF AUDIODISCS — AMERICA'S LEADING PROFESSIONAL RECORDING BLANKS.

Professional recording engineers know, from years of experience, that Sapphire Recording Audiopoints offer the ultimate in recording styli. Made by skilled craftsmen to most exacting specifications and individually tested in our laboratories, these Audiopoints are of consistent fine quality.

A good recording stylus requires a perfectly matched playback point. The Sapphire Audiopoint for playback fills this need completely. In materials, workmanship and design, it is the finest playback point obtainable. (Should not be used on shellac pressings.)

These Audiopoints are protectively packaged in handy cellophane covered cards—cards that are ideally suited for returning points to be resharpened.

OTHER POPULAR AUDIOPOINTS, that complete a full line of recording and playback styli, are: Stellite Recording Audiopoint, a favorite with many professional and non-professional recordists; Diamond-Lapped Steel Audiopoint, a recording stylus particularly adapted for non-professional recordists; Playback Steel Audiopoints (Straight Shank and Bent Shank), the most practical playback points for general use. One hundred per cent shadowgraphed.

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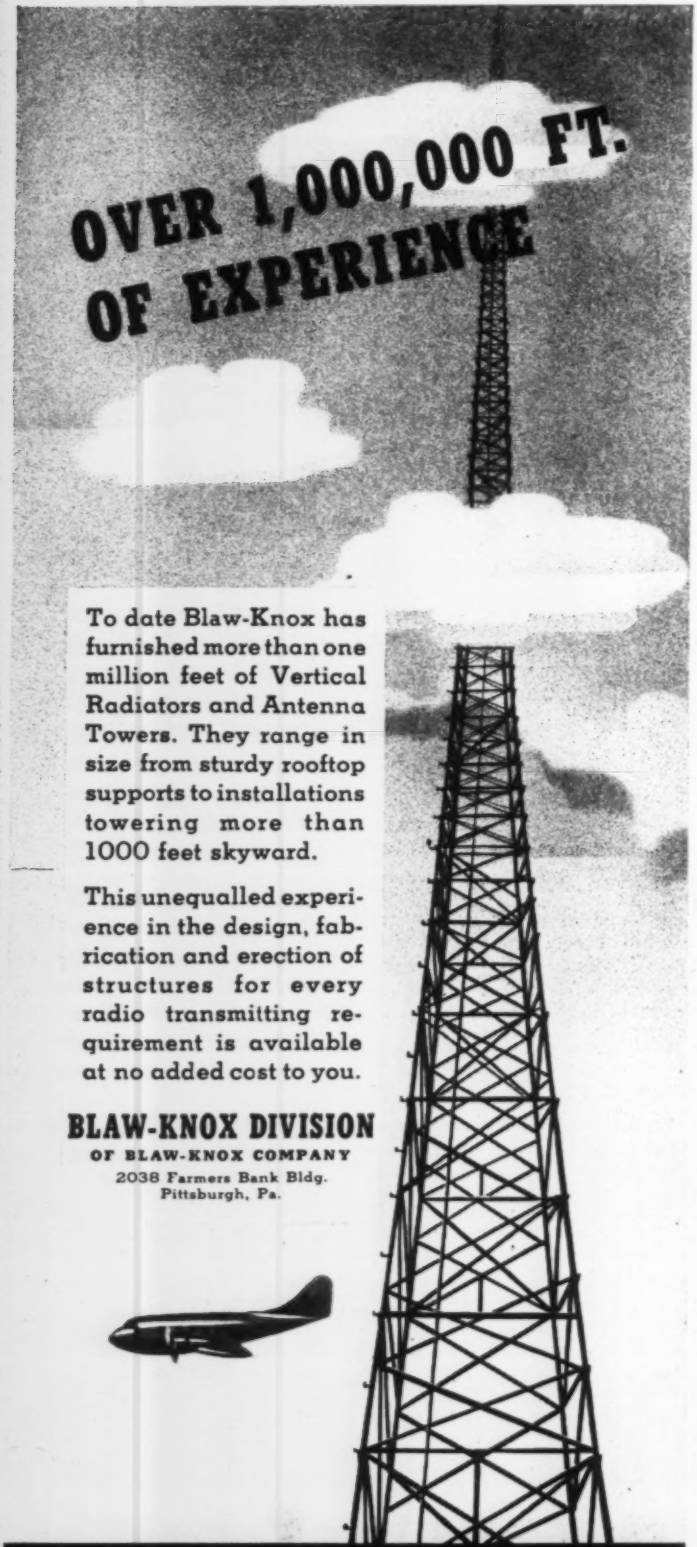


To date Blaw-Knox has furnished more than one million feet of Vertical Radiators and Antenna Towers. They range in size from sturdy rooftop supports to installations towering more than 1000 feet skyward.

This unequalled experience in the design, fabrication and erection of structures for every radio transmitting requirement is available at no added cost to you.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg.
Pittsburgh, Pa.

BLAW-KNOX ANTENNA TOWERS

McGrath

(*Continued from page 135*)

gave a 15-minute program. Mr. Henle's presentation quickly won the approval of members of Congress. A large percentage of congressional offices made it a "must" to listen to this show.

Many Originations

Other approaches to the problem have been made by the American, Columbia and National nets. During the recent sessions while the rail and coal strikes were "hot" and proposed legislation was being debated in both Houses, more than 50 shows originated either in the Senate or House galleries. During the year more than 100 programs came out of one or the other gallery. Thirty-nine of the 96 Senators were on programs during the session.

Spot presentation of the news has been featured on some programs; on others roundups have been given. Many regular news shows have originated there. Through the means of special forums debates were brought from the Senate floor to the radio gallery while issues were still being discussed.

On one or two occasions senatorial participants have had to leave the programs to go vote while the moderators had to "fill in" until their return. This emphasizes how close to congressional activities radio news can be.

With the facilities now available —any network or independent can tie into either the Senate or House gallery as quickly as an engineer arrives — presentation of congressional news should grow during the coming year. Additional staff members have been added on both sides by Congress. The more than 140 members of the radio gallery have full control of its operation. The increasing number of independents with Washington news bureaus gives another outlet for congressional news.

In view of this situation many members of Congress agree with radio newsmen that coverage of the legislative body can be taken care of adequately by the facilities now available.

Law Fixing Political Ad Rates Upheld in N. H.

NEW HAMPSHIRE statute prohibiting radio and newspapers from charging more for political advertising than for commercial has just been upheld by the State Supreme Court.

The law passed in 1945 was challenged by the *Portsmouth Herald*, a newspaper, but the court specifically included radio in its opinion confirming the legislation. The regulation is found in Section 2, Chapter 185, New Hampshire Laws of 1945.

WFAS IN CRISIS
Regular Warnings Aired On Water Pollution

WFAS White Plains, N. Y., stepped into the breach when the Yonkers, N. Y., water supply became contaminated by unprocessed water from a nearby river that mysteriously got through the filter station.

WFAS broadcast its first warning in a regularly scheduled news broadcast at 11:55 a.m. in the morning. The furor it created among listeners, and among city officials, prompted city health commission to request that WFAS repeat its warning to boil all water in Yonkers before using. WFAS complied with a series of 30-second spots every 15 minutes during its entire broadcast day. The following day it repeated the performance, with added directions from the city health department on how to cope with the situation.

CANADIAN SPONSORS TRY RATE BREAKING

CANADIAN STATIONS this autumn are faced by the greatest attempt in some years to break down the rate structure for national business, it is learned from a number of sources. National advertisers are endeavoring to place business on Canadian stations through local outlets to earn local rates instead of national rates. The attack is not confined to one or two advertisers but is understood to be contemplated by a large number of advertisers.

Currently, moving picture film producers and distributors are leading the battle against national rates, claiming that films advertised are to be shown at local theatres which are plugged. Philco Corp., Toronto, radio set manufacturer, is also understood to have tried to obtain local rates for the new Bing Crosby recorded program before deciding to go network. A large chain store grocery organization has made initial moves to obtain local rates to advertise local branch stores. Cosmetics manufacturers are understood to be placing radio advertising through local outlets in order to earn local rates.

Canadian broadcasting industry is not unanimous in its acceptance of local rates from such national advertisers, some stations taking business at local rates, others maintaining national rates should be paid. A number of committee meetings of the Canadian Association of Broadcasters have been held at Toronto on the question in the last week, and CAB plans to have its member stations fight this attack on the rate structure.

WOL Health Talks

HEALTH talk program, "Your Health," starts Oct. 23 on WOL Washington Sun. 3:15-3:30 p.m. period, conducted by Dr. James Gannon, Washington surgeon and professor at Georgetown U. Scripts are approved by the District of Columbia Medical Society.

Andrew Analysis

(Continued from page 154)

City	Retail Sales (in millions)	Normal Number of Broadcast Stations	Present Number of Broadcast Stations
PENNSYLVANIA (Continued)			
Cheltenham	7	1	0
Chester	71	3	0
Chairton	7	1	0
Clearfield	8	1	2
Coatesville	13	1	0
Collingdale	7	1	0
Columbia	10	1	0
Connellsville	12	1	0
Conshohocten	9	1	0
Coraopolis	9	1	0
Darby	8	1	0
Dickson City	10	1	0
Donora	7	1	0
Dormont	9	1	0
Doylestown	7	1	0
Du Bois	11	1	2
Dunmore	19	1	0
Duquesne	7	1	0
Duryea	7	1	0
Easton	35	2	2
Edwardsville	7	1	0
Elwood City	9	1	0
Erie	93	4	3
Farrell	12	1	0
Frackville	7	1	0
Franklin	8	1	0
Glassport	7	1	0
Greensburg	22	2	1
Greenville	8	1	0
Hanover	12	1	0
Hanover Township	14	1	0
Harrisburg	81	4	7
Harrison	11	1	0
Haverford	23	2	0
Hazleton	29	2	1
Homestead	17	1	0
Huntingdon	7	1	1
Indiana	13	1	1
Jeanette	10	1	0
Jenkintown	15	1	0
Johnstown	54	3	3
Kingston	13	1	0
Kittanning	10	1	0
Lancaster	60	3	4
Lansdale	8	1	0
Lansdowne	7	1	0
Lansford	7	1	0
Larksville	7	1	0
Latrobe	8	1	0
Lebanon	22	2	1
Lewistown	15	1	2
Lock Haven	10	1	1
Lower Merion	35	2	0
McKeesport	46	3	3
McKees Rocks	10	1	0
Mahanoy City	7	1	0
Meadville	20	2	1
Millvale	7	1	0
Milton	7	1	0
Minersville	7	1	0
Monessen	9	1	0
Monongahela	7	1	0
Morrisville	7	1	0
Mount Carmel	7	1	0
Mount Lebanon	16	1	0
Mount Pleasant	7	1	0
Munhall	12	1	0
Nanticoke	11	1	0
New Brighton	8	1	0
New Castle	35	2	2
New Kensington	22	2	1
Norristown	29	2	1
Northampton	8	1	0
North Braddock	13	1	0
Oil City	16	1	1
Old Forge	10	1	0
Olyphant	8	1	0
Philadelphia	1350	18	17
Phoenixville	7	1	0
Pittsburgh	617	12	7
Pittston	12	1	0
Plains	13	1	0
Plymouth	13	1	0
Pottstown	19	1	0
Pottsville	24	2	3
Punxsutawney	8	1	0
Reading	79	4	5
Scranton	80	4	3
Shaler	9	1	0
Shamokin	15	1	0
Sharon	23	2	2
Sharpsburg	7	1	0
Shenandoah	11	1	0
Somerset	9	1	0
State College	8	1	1
Steelton	11	1	0
Stowe	11	1	0
Stroudsburg	9	1	0
Sunbury	12	1	2
Swissvale	13	1	0
Swoyerville	8	1	0
Tamaqua	7	1	0
Tarentum	9	1	0
Taylor	8	1	0
Titusville	7	1	0
Turtle Creek	7	1	0
Tyrone	7	1	0
Uniontown	32	2	3
Upper Darby	42	3	0
Vandergrift	7	1	0
Warren	22	2	0
Washington	27	2	2
Waynesboro	7	1	0
West Chester	17	1	0
West Pittston	7	1	0
Wilkes-Barre	70	3	6
Wilkinsburg	18	1	0
Williamsport	37	2	2
Wilson	7	1	0
Windber	8	1	0
Winton	7	1	0
Yeadon	7	1	0
York	60	3	4
PUERTO RICO			
Aguadilla	7	1	0
Arecibo	11	1	2
Bayamon	7	1	0
Caguas	12	1	0
Guayama	8	1	0
Mayaguez	25	2	4
Ponce	33	2	2
Rio Piedras	10	1	0
San Juan	85	4	5
RHODE ISLAND			
Bristol	10	1	0
Burrillville	7	1	0
Central Falls	9	1	0
Cranston	17	1	0
Cumberland	9	1	0
East Providence	16	1	0
Johnston	10	1	0
Lincoln	9	1	0
Newport	25	2	0
North Providence	11	1	0
Pawtucket	67	3	1
Providence	272	8	4
Warren	7	1	0
Warwick	11	1	0
Westerly	13	1	0
West Warwick	13	1	0
Woonsocket	40	2	1
SOUTH CAROLINA			
Anderson	17	1	2
Charleston	60	3	5
Columbia	58	3	4
Conway	8	1	1
Dillon	4	0	1
Florence	18	1	1
Gaffney	8	1	0
Greenville	52	3	5
Greenwood	12	1	2
Hartsville	5	0	1
Leesville	7	1	0
Newberry	6	0	1
Orangeburg	11	1	1
Rock Hill	12	1	2
Spartanburg	40	2	4
Sumter	17	1	1
Union	8	1	0
SOUTH DAKOTA			
Aberdeen	17	1	1
Huron	10	1	0
Lead	8	1	0
Mitchell	12	1	1
Pierre	5	0	1
Rapid City	18	1	1
Sioux Falls	42	3	2
Watertown	12	1	1
Yankton	6	0	1
TENNESSEE			
Athens	6	0	1
Bristol	10	1	2
Chattanooga	88	4	9
Clarksville	9	1	3
Cleveland	7	1	1
Columbia	10	1	1
Cookeville	4	0	1
Dyersburg	9	1	1
Elizabethton	7	1	1
Greeneville	7	1	1
Jackson	19	1	2
Johnson City	20	2	2
Kingsport	16	1	2
Knoxville	125	5	5
Lewisburg	3	0	1
Maryville	8	1	1
Memphis	230	7	9
Morristown	7	1	0
Murfreesboro	8	1	1
Nashville	135	5	5
Oak Ridge	18	1	1
Shelbyville	5	0	1
Union City	7	1	1
TEXAS			
Abilene	26	2	2
Alice	9	1	1
Amarillo	42	3	4
Austin	63	3	3
Bay City	7	1	1
Beaumont	54	3	3
Beeville	7	1	0
Big Spring	16	1	1
Borger	11	1	1
Brady	5	0	1
Brownsville	11	1	2
Brownwood	13	1	1
Bryan	13	1	0
Cleburne	8	1	0
College Station	2	0	2
Corpus Christi	59	3	4
Corsicana	13	1	1
Crystal City	7	1	0
Dallas	294	8	8
Del Rio	13	1	0
Denison	12	1	0
Denton	11	1	2
Edinburg	9	1	0
El Paso	65	3	2
Ennis	7	1	0
Fort Worth	178	6	7
Gainesville	9	1	0
Galveston	35	2	2
Goose Creek	8	1	0
Greenville	13	1	1
Harlingen	13	1	2
Henderson	12	1	1
Highland Park	10	1	0
Hillsboro	8	1	0

(Continued on page 159)

To Many Points in the U. S.

SAME DAY DELIVERY

AIR EXPRESS

AT LOWER RATES!

NOW! THE LID IS OFF! MORE PLANES, MORE FLIGHTS — FOR EVERYBODY PRIORITIES NO LONGER NEEDED!

AIR SPEEDS up to five miles a minute — one thousand miles in less than four hours — that's how fast your shipments go in the great new planes in use today!

THAT'S WHY an ever-increasing number of same-day deliveries are now being made between many towns and cities in this country.

REDUCED RATES include special pick-up and delivery in all major U. S. towns and cities. Rapid air-rail schedules between 23,000 off-airline communities.

FOREIGN SERVICE

Direct service by air to and from scores of foreign countries. Many are served overnight.

RATES CUT 22% SINCE 1943 (U. S. A.)

AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.23	3.07c
349	1.02	1.18	2.30	3.68	9.21c
549	1.07	1.42	3.84	6.14	15.35c
1049	1.17	1.98	7.68	12.28	30.70c
2349	1.45	3.53	17.65	28.24	70.61c
Over 2350	1.47	3.68	18.42	29.47	73.68c

INTERNATIONAL RATES ALSO REDUCED

WRITE TODAY for the Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17, N. Y. Or ask for it at any Airline or Railway Express office.

AIR EXPRESS

GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

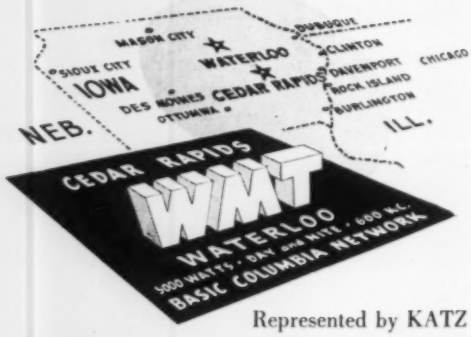
This Ranking Farm Market, in this "bumper" crop year means "pay dirt" for TIME BUYERS who use

WMT

Covering sales-rich Eastern Iowa

COMPLETELY!

Member of Mid-States Group



Represented by KATZ Agency

at 600 KC's Iowa's Finest Frequency

ET Rule

(Continued from page 136)

tom-built transcribed programs.

Local and regional advertisers want radio programs which will enable them to compete with their national competitors. Local advertisers know that the listening public will tune in the program it likes regardless whether telephone wires, transcription or local. The program it likes usually means capable talent capably produced. True, capable talent has gravitated to the production centers, such as New York and Hollywood. Network advertisers naturally originate their programs in these talent centers.

Less - than - network advertisers should be permitted the privilege of sponsoring talent located in these production centers. The only way the less-than-network advertiser can have such capable talent, capably produced, is via syndication. To attempt to produce local programs which would compete with network programs is placing an impossible burden on the small business man. For the regional advertiser to attempt to produce a separate local program in six or a dozen markets would in most cases involve supervision and cost which would again give the national advertiser a tremendous advantage.

Quality Only Way

The only way that the less-than-network advertiser can compete with his network competitors is via quality, big name syndicated shows which are made available to him in one or more markets at a mere fraction of their cost of production. This can be done by network co-op shows or by transcribed productions. Unfortunately for the small businessman, to date the network co-op shows have not been very elaborate productions. Most less-than-network sponsors want elaborate productions of the type sponsored by their national competitors.

By dividing the cost of elaborate productions among many less-than-network advertisers we render a service to the smaller businessman which enables him to compete for the attention and favor of the radio audience. Can the FCC tell me why that local businessman should be penalized?

The reader might wonder "if programs via transcription are earning higher ratings than network and local programs, why is Ziv concerned with the ET Identification Rule?" We frankly have never found the identification of transcriptions a penalty. Our programs run on more stations than most network programs. We do not know who asked the FCC to revise its ET rule. From a dollar and cents standpoint it matters not to us. From a rating standpoint it makes no difference to us, because surveys prove that they will listen to the programs they like regardless whether "telephone wires," "discs" or "local live."

But the listener does have a stake in this matter because station breaks are already so cluttered up with call letters, station's slogan, station's location, in many cases name of hotel or building where station is located, identification of previous transcribed program, identification of transcribed spot announcements, frequently two spot announcements, identification of following program as transcribed . . . all crowded into less than a minute . . . that any relief which the FCC can grant would be appreciated by the listener.

But the less-than-network advertiser is our bread and butter. And since we have been drawn into this controversy by the many dangerous arguments advanced we intend to, first, correct such misrepresentations and, second, protect the best interests of our customer, the small businessman. We maintain that the local and regional sponsor should have every privilege granted the network sponsor. Both should be treated alike.

If the network sponsor's program need not be identified as a broadcast by mechanical means, although it be over telephone wires, then the less - than - network sponsor should be permitted the same freedom of identification although his program be via transcription. And vice versa, if the FCC requires that the less-than-network advertiser must identify his program, then by all that is fair, the network advertiser should be required to say "This program comes to you by the mechanical means of telephone wires."

The "less-than-network" advertiser is the forgotten man of radio. His programs can run only in time which the network is unable to sell. Whenever the network *is* able to sell his time, he is pre-empted. If ever he does develop any capable talent he soon loses them as they move away to New York or Hollywood. His only chance to compete with his giant competitor is via open-end transcriptions—and then he is persecuted by the FCC identification rule.

It is time someone remembered the forgotten man of radio. The FCC has that opportunity in its grasp right now—there will never be a better time. I maintain that the FCC should relax its rule to permit the less-than-network sponsor to have programs of which he may well be proud—with no label attached.

WDAD to CBS

WDAD Indiana, Pa., effective Nov. 4 joins CBS as a bonus station to WARD Johnston, Pa., as the network's 161st affiliate. Operating with 250 w on 1450 kc, station is owned by the Indiana Broadcasting Co., with Paul J. Short as president.

Andrew Analysis

(Continued from page 157)

City	Retail Sales (in millions)	Normal Number of Broadcast Stations	Present Number of Broadcast Stations
TEXAS—Continued			
Houston	340	8	9
Huntsville	5	0	1
Jacksonville	7	1	1
Kilgore	13	1	1
Kingsville	8	1	0
Laredo	18	1	1
Longview	16	1	1
Lubbock	39	2	3
Lufkin	9	1	1
Marlin	7	1	0
Marshall	14	1	0
McAllen	11	1	1
McKinney	8	1	0
Mercedes	8	1	0
Midland	10	1	1
Nacogdoches	9	1	0
Odessa	15	1	4
Orange	7	1	0
Palestine	10	1	1
Pampa	16	1	1
Paris	14	1	1
Pecos	5	0	1
Plainview	10	1	1
Port Arthur	38	2	1
Robstown	7	1	0
San Angelo	28	2	2
San Antonio	174	6	9
San Benito	9	1	0
Seguin	7	1	0
Sherman	15	1	1
Stamford	5	0	1
Sulphur Springs	8	1	0
Sweetwater	9	1	1
Taylor	8	1	0
Temple	13	1	2
Terrell	10	1	0
Texarkana	16	1	3
Tyler	31	2	2
University Park	14	1	0
Uvalde	7	1	0
Vernon	10	1	2
Victoria	14	1	1
Waco	41	2	2
Waxahachie	8	1	0
Weslaco	7	1	1
West University Place	9	1	0
Wichita Falls	38	2	3
UTAH			
Cedar City	5	0	1
Logan	12	1	1
Ogden	54	3	1
Price	5	0	1
Provo	17	1	2
Richfield	3	0	1
Salt Lake City	145	5	7
Vernal	2	0	1
VERMONT			
Barre	12	1	0
Bennington	8	1	0
Brattleboro	11	1	0
Burlington	29	2	2
Montpelier	8	1	0
Rutland	20	2	3
St. Albans	8	1	1
St. Johnsbury	9	1	0
Waterbury	3	0	1
Winooski	7	1	0
VIRGINIA			
Alexandria	30	2	1
Arlington	78	4	1
Bristol	11	1	2
Charlottesville	26	2	1
Clifton Forge	9	1	0
Crewe	2	0	1
Covington	9	1	1
Danville	32	2	2
Fredericksburg	16	1	1
Galax	4	0	1
Hampton	9	1	0
Harrisonburg	16	1	2
Hopewell	12	1	0
Lynchburg	38	2	3
Marion	7	1	0
Martinville	11	1	1
Newport News	41	2	2
Norfolk	140	5	2
Norton	5	0	1
Petersburg	22	2	1
Portsmouth	50	3	3
Pulaski	12	1	1
Radford	10	1	0
Richmond	205	6	8
Roanoke	57	3	6
Salem	8	1	0
South Boston	7	1	0
South Norfolk	11	1	0
Staunton	17	1	1
Suffolk	15	1	2
Waynesboro	10	1	0
Winchester	17	1	2
WASHINGTON			
Aberdeen	29	2	1
Anacortes	10	1	0
Bellingham	24	2	1
Bremerton	38	2	1
Chehalis	11	1	0
Centralia	11	1	1
Ellensburg	12	1	2

(Continued on page 160)

A GOOD OUTFIT TO WORK FOR...

We thought maybe some of you would like to know why Kabc is considered a good place to hang your hat . . .

First of all, every employee is guaranteed an automatic pay raise each six months for the first year, and additional periodic raises past that time.

Then there's the fact that every employee is given a paid life insurance policy, works a five-day week, gets two weeks paid vacation, and works in healthful air-conditioned offices the year 'round.

Of course, one of the best things about working at Kabc is the very fact that it's located in sunny San Antonio, where the sunshine literally spends the winter.

There's really no connection between the fact that Kabc is a good outfit to work for, and the proposition that you should buy advertising on Kabc, and we didn't lead you along this far to sock you with a hidden sales point showing more coverage, more Hooper and lower rates.

It's just that we thought you might be interested in knowing something about the various elements that go to make up that all-important "K factor★" we've been telling you about . . .

★ The "K" factor at Kabc is the combination of a powerful broadcasting facility and an enthusiastic organization with the know-how to do a good job—for listeners and for advertisers.

Kabc

GENE L. CAGLE
President

CHARLES W. BALTHROPE
Station Manager

Represented Nationally By
WEED & COMPANY

SAN ANTONIO

50,000 WATTS, DAY—10,000 WATTS, NIGHT

AMERICAN BROADCASTING CO. — TEXAS STATE NETWORK

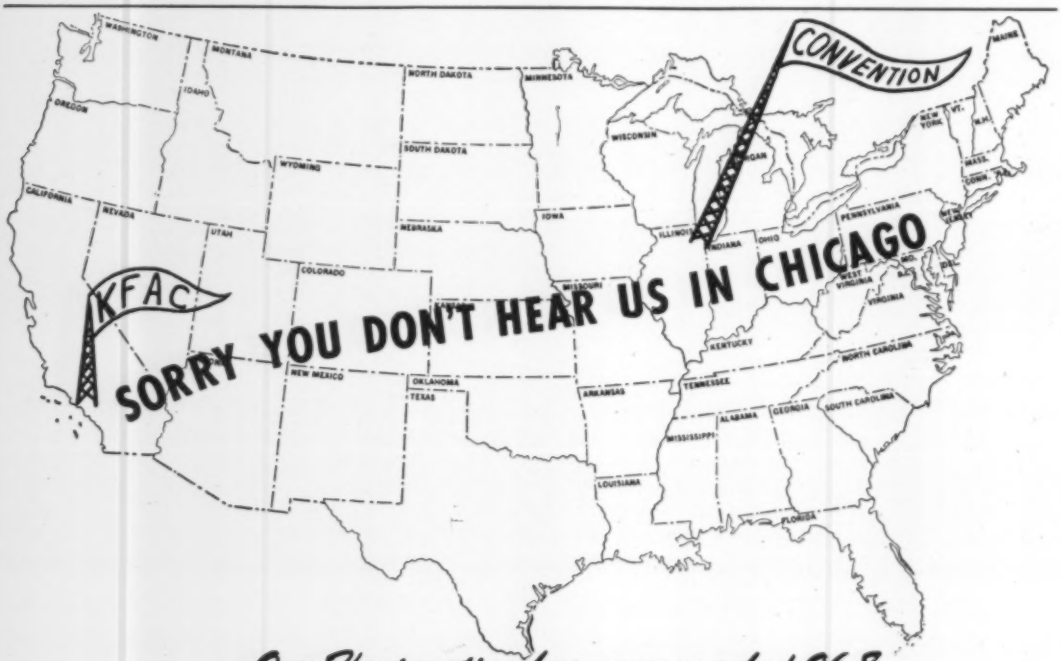
Andrew Analysis

(Continued from page 159)

WASHINGTON—Continued

City	Retail Sales (in millions)	Normal Number of Broadcast Stations	Present Number of Broadcast Stations
Everett	45	3	1
Hoquiam	18	1	0
Kelso	10	1	0
Longview	17	1	2
Moses Lake	0	0	1
Mount Vernon	13	1	1
Olympia	28	2	1
Pasco	7	1	1
Port Angeles	13	1	1
Puyallup	13	1	0
Seattle	521	11	11
Spokane	140	5	5
Tacoma	153	5	3
Vancouver	32	2	1
Walla Walla	29	2	2
Wenatchee	26	2	1
Yakima	56	3	2
WEST VIRGINIA			
Beckley	18	1	4
Bluefield	17	1	2
Charleston	77	4	6
Clarksburg	27	2	1
Elkins	8	1	0
Fairmont	19	1	1
Grafton	8	1	0
Hinton	9	1	0
Hollidays Cove	7	1	0
Huntington	54	3	7
Keyser	7	1	0
Logan	9	1	2
Martinsburg	10	1	0
Morgantown	18	1	2
Montgomery	4	0	1
Moundsville	16	1	0
Oak Hill	4	0	1
Parkersburg	26	2	1
Princeton	8	1	0
Roncevert	3	0	1
South Charleston	11	1	0
Welch	9	1	1
Wellsburg	7	1	0
Weston	9	1	0
Wheeling	46	3	4
Williamson	8	1	1
WISCONSIN			
Antigo	9	1	0
Appleton	25	2	1
Ashland	8	1	1
Beaver Dam	7	1	0
Beloit	20	2	1
Chippewa Falls	8	1	0
Cudahy	9	1	0
Eau Claire	25	2	1
Fond du Lac	21	2	1
Green Bay	42	3	3
Janesville	18	2	1
Kenosha	30	2	1
La Crosse	31	2	2
Madison	69	3	2
Manitowoc	24	2	1
Marinette	10	1	1
Marshfield	9	1	2
Medford	2	0	1
Menasha	8	1	0
Merrill	7	1	0
Milwaukee	466	10	8
Monroe	7	1	0
Neenah	7	1	0
Oshkosh	28	2	2
Poynette	0	0	2
Racine	42	3	2
Rhinelander	8	1	1
Rice Lake	5	0	2
Sheboygan	31	2	2
Shorewood	12	1	0
South Milwaukee	9	1	0
Stevens Points	11	1	0
Superior	24	2	3
Two Rivers	8	1	0
Watertown	10	1	0
Waukesha	14	1	0
Wausau	22	2	3
Wauwatosa	10	1	0
West Allis	19	1	0
Whitefish Bay	8	1	0
Wisconsin Rapids	10	1	2
WYOMING			
Casper	19	1	2
Cheyenne	26	2	2
Cody	3	0	1
Laramie	10	1	0
Powell	2	0	1
Rock Springs	10	1	1
Sheridan	13	1	1
Worland	3	0	1

THE BUREAU of Naval Personnel has announced an expanded program of training trouble-shooting technicians in all phases of electronics. The trouble-shooters include electronic technician's mates and aviation electronic technician's mates.



Our Hooperating has never reached 96.8

But, we do delight Southern California listeners with fine music 24 hours a day. Our greatest compliments however, come from loyal sponsors, who year in and year out, pay the bills that make our program possible.

BULLOCK'S—one of America's best known department stores, is in their sixteenth year on KFAC.

SOUTHERN CALIFORNIA GAS COMPANY—in their sixth year with a two hour classical concert each night.

W. & J. SLOANE—one of the world's best known home furnishing firms, after a year and a half over KFAC has increased their evening concert from a half hour, to a full hour, five nights a week.

Construction permit for five kilowatts has been granted

KFAC *"The Music Station"*

THE LOS ANGELES BROADCASTING COMPANY • 1330 KC...1000 WATTS

CAMPUS RADIO
College Stations Have Fun With It All

GROWTH of college broadcasting from a 1936 Brown U. hook-up involving a low-power transmitter and dormitory heating pipes to the present Intercollegiate Broadcasting System of 40 stations is traced in an article in Sept. 29 issue of *This Week*, Sunday newspaper supplement.

James R. Miller, author of the article, has praise for the undergraduate ingenuity which has made the stations self-supporting and enabled them to arrange exchange broadcasts with foreign countries. IBS is now planning a larger network.

While collegiate stations weather one technical and programming crisis after another, the students get pleasure and valuable training from their work. The Haverford College station once broadcast a football game from Hamilton 200 miles away by regular long-distance telephone.

The college stations avoid FCC regulations by using low power transmitters which don't radiate a signal more than 200 feet. They used wire leads to reach the entire campus. The article describes a number of examples of collegiate programming from the Swarthmore U. station, WRSN. Its most earnest dramatists once sweated out an hour and a half of *The Hairy Ape*, before someone telephoned in to ask why they'd called it off. Seems there was a loose connection.

WOW Assists Creighton In Television Studies

CREIGHTON U., Omaha, which has taken an active part in radio for 25 years, soon will begin television studies in cooperation with WOW, the Very Rev. William H. McCabe, S.J., president, announced last week. He declared that sight-and-sound broadcasting should have a "very definite future in the field of education."

Television equipment worth $42,000, to be installed late this month at Creighton, includes two image orthicon cameras, sound pick-up apparatus, six or more late type receivers and complete microwave relay system. Experimental programs will be directed by Russ Baker, WOW production manager for television, and Rev. R. C. Williams, director of radio education for Creighton. Technical work will be supervised by Joseph Herold of the WOW staff.

Programs presented by Creighton's Radio and Television Guild will be televised, as will various athletic events. Advanced physics and electronics students will be given an opportunity to study the experimental work.

BMI Aims

(Continued from page 46)

of the station as far more important in the future than ever before. Substantially increased costs, the great increase in the number of AM broadcasting stations, and increased competition and expense in FM and television will, it is assumed, tend to increase the broadcaster's margin of profit.

Increases in payments based upon gross receipts may, therefore, mean the difference between profit and loss for many broadcasting enterprises.

BMI Catalogue

BMI's ever expanding catalogue contains the best of the Latin American music; it is both quantitatively and qualitatively dominant in the field of folk music; it is liberally studded with recorded instrumental selections of the leading popular band leaders; it represents a sizeable proportion of the hits of the last five years; and it affords to broadcasting excellent arrangements of the most usable portions of the vast field of public domain.

Not only is BMI music available in printed form, and in excellent orchestral and vocal arrangements, but tens of thousands of phonograph records of its compositors are obtainable, and BMI tunes are liberally represented in the libraries of the transcription companies.

BMI continues to make available to broadcasters, not mere naked music licenses, but also, without extra charge, a varied and flexible script service, various aids in the building of programs, and both printed and, on occasion, recorded material. Daily BMI is extending its own knowledge of what stations need, and stations are obtaining new insight into the extent of BMI's services through the constant visits to stations of an experienced field staff. More and more broadcasters are learning to turn to BMI's research and other departments for the solution of music problems, and stations have learned that whatever the problem, BMI is always at their service.

Low Cost

Despite the multiplicity of additional services which a BMI license provides, BMI continues to furnish music to the broadcasting industry at the lowest cost per performance of any licensing agency. Moreover, BMI's growth is not limited to improved service to broadcasters. Its licensing activities have extended into the hotel, restaurant, wired music and allied fields, and in those areas also it is operating with conspicuous success.

The licensing of stations has kept pace with the growth of the broadcasting industry. BMI now has well in excess of 1200 commercial licensees in the United States and Canada. Indeed, new broadcast licensees are learning that one of the most helpful approaches they can make to future programming problems is swiftly to take out the BMI license, and to confer with its staff concerning the services which that license will make available to them. For this reason, many new licenses with holders of construction permits are the result, not of sales effort, but of spontaneous approach to BMI by the prospective broadcaster.

Beyond this, television constitutes a wholly separate and a complex problem, since television rights are now granted by ASCAP only subject to thirty day cancellation at ASCAP's option, and since ASCAP does not even own television rights beyond 1948 although it has sound broadcasting rights until 1965.

BMI's contracts with broadcasters expire in March 1950. Long before that time, BMI will come to the industry for a renewal of its contracts, and it contemplates no exaction of increased terms. Moreover, BMI will continue to approach problems of FM and television upon a realistic basis. At the present time, FM stations are required to make payment to BMI only when they have separate commercial revenue, and television rights are granted upon the same basis as sound broadcasting rights.

Even back in 1941, BMI had enough music to satisfy the entire listening public for the greater part of a year, and during this period, with BMI music wholly dominant on the air, program ratings steadily improved, and no alienation of listeners whatsoever was perceptible. Today BMI's repertory is numerically five times as great, and is infinitely better in quality. Its catalogues are bolstered by the established repertories of hundreds of affiliated publishing companies, and by six years of BMI hits. BMI continues, therefore, to be equipped to meet all of the problems of an expanding broadcasting industry. it will continue to demonstrate the overwhelming advantages of free competition in the music licensing field.

Grim Reminder

CBS NEWSMAN Joe McCaffrey had more than a reporter's interest in the Oct. 3 plane crash in Newfoundland, in which 39 persons were killed. As he read the flash coming over the ticker at WTOP, CBS Washington station, he was grimly reminded that four years previous—to the day—he survived the first transatlantic clipper crash at the same spot. He escaped with three shattered vertebrae and a broken ankle, and was at Walter Reed Hospital for nine months following the accident.

CONTROL!

Only MOTION PICTURES give you Control —Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals—telephone line charges—time zone differentials.

Now available for sponsorship . . . exclusive Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION

Dept. BC-9, 1270 Avenue of the Americas, N.Y.20,N.Y.

A Radio-Keith-Orpheum Corporation Subsidiary

In Television . . . Film removes the question mark!

*Copyright U. S. Pat. Off.

International Radio

(*Continued from page 146*)

gate of their organization, i.e. the NAB.) All the other broadcasting services or associations of broadcasters can be admitted only as *associate* members and do not enjoy any of the rights of the active members, but act only in an advisory capacity.

The official languages of the OIR are English, French and Russian. All meetings of the General Assembly, the Administrative Board, the committees or study groups, as well as all pertinent documents, are confidential unless a decision to the contrary is made. (It is to be hoped sincerely that the delegates will soon recognize the importance of discussing in public at least the principal issues. It was the great mistake of the UIR that even before the war its conferences were held behind closed doors, and that it was surrounded by an air of mystery which caused a deep suspicion among the independent broadcasters.)

Financing

The OIR has set up two departments: the Administrative Office at the seat of the organization, serving also as a permanent secretariate, and the Technical Center also located in the Belgian capital. All activities are to be financed (1) by the fees of the active members, established for every country according to the number of its listeners; (2) by the contributions of the associate members, to be fixed annually by the General Assembly; and (3) by gifts, donations and subsidies.

The Administrative Board should, as provided by Article 29 of the statutes, call the broadcasting services to a *world conference* before Nov. 1, 1946. The board has the right to draw up the list of the services which should participate in this meeting, i.e. one per country, with preference for the official services. The purpose of the conference is to elaborate the statutes for a new worldwide broadcasting organization designed to replace the present "Organization Internationale de Radiodiffusion."

Whereas the European broadcasting organizations are more or less under government control, the future Inter-American Assn. will represent private operation. Yet there is no necessity for a conflict between the two systems of broadcasting, which reflect the particular political and economic conditions in Europe and America respectively. The existence of regional organizations must not block the realization of the greater project: the *foundation of a worldwide broadcasting union*. The American broadcasters, we feel, should take the initiative and strive for the establishment of this organization here in the United States, and thus provide, from the very beginning, for a close link with the United Nations.

Dairy Business Doubles; Radio Did It

Firm Head, After Year, Says Medium Does Biggest Job

By JOSEPH E. TRUE

Sales & Promotion Manager

WMOH Hamilton, Ohio

CLARENCE WEHR, owner of the Wehr Dairy Inc., Hamilton, Ohio, was doubtful about using radio. Perhaps he looked on it as an effective medium only for the nationwide advertiser anxious to reach a mass market; perhaps he thought the cost prohibitive for his type of operations; perhaps he simply wasn't interested. Be that as it may, many calls, many sales pitches, and many purely social visits failed to arouse any desire on his part to become an advertiser over WMOH Hamilton.

But Mr. Wehr was willing to try anything once and in November 1944 we succeeded in selling him an all-night coverage of the election returns . . . city, county, state and national. The number of letters he received, the phone calls, the remarks of friends and acquaintances who stopped him on the street to tell him how much they enjoyed the broadcast, gave him, for the first time and at first hand, an indication of future possibilities.

Hard to Sell

The ice was only cracked. It was not broken. Selling Mr. Wehr a special events program and selling him on everyday broadcasts were not exactly the same things. It took considerable effort to interest him in a three-times a week transcribed show and a little later, still greater effort to persuade him to try a live show, five times a week.

After due consideration, the show selected to convince our client on the value of radio was *Captain Midnight*. It seemed like a good bet. In the first place, *Captain Midnight* had a record of 10 years of successful sponsorship by the Wander Co., makers of Ovaltine. In the second place, it was still sponsored by Ovaltine on more than 100 stations of the Mutual network but available for local sale on the remaining Mutual stations at a talent cost pro-rated to the size of the market. We were able, therefore, to offer Mr. Wehr a live, network show with a calibre of writing, production and talent usually not within the budget of a local advertiser.

In spite of what seemed to us these obvious advantages, Mr. Wehr entered into a year's agreement with some reservations, reservations that included the pulling power of the show, the cost and whether he could expect a return commensurate with his investment. Here was a challenge, for in undertaking this radio program, Mr. Wehr found it necessary to appropriate additional funds, to keep up his other advertising.

Successful Dairy

Here was another challenge. When Mr. Wehr started using radio, he was running not only a successful dairy but one that showed some very black and impressive sales figures. Some of these were wartime peaks, showing a volume of business that even he did not hope to beat.

And now the year is up. From three wholesale routes, the Wehr Dairy has expanded to six. In other words, the business has doubled. In the retail picture, after one year of radio advertising, the Wehr Dairy showed 21% gain over its previous wartime peak. With the emphasis on homogenized milk, the distribution of this product was increased from 30% to 51%. The other dairy products such as butter, cottage cheese, coffee cream, chocolate milk, buttermilk, etc. each and every one showed corresponding gains.

Is Mr. Wehr happy with *Captain Midnight* and radio advertising? In his own words, "We have been in business many years and used a lot of advertising. When we went into radio, we curtailed all other forms of advertising. The conclusion is inescapable that radio has done by far the biggest job of any form of advertising we have used in our 36 years of business."

Need we add that Mr. Wehr has renewed *Captain Midnight* over WMOH for another year?

CONVINCING a successful businessman that he needed radio to expand his sales was a tough job but Joseph E. True, sales and promotion manager of WMOH Hamilton, O., did just that. Results: After a year on the air (sponsoring Captain Midnight locally), Clarence Wehr, president, Wehr Dairy Inc., Hamilton, says radio has done by far the biggest job of any advertising media. Radio is a comparatively new field to Mr. True—an 18-year newspaper veteran. He joined WMOH when it started in August 1944, following his newspaper career and four years in the advertising department of the Estate Stove Co. "I don't sing, dance nor play a 'gittar' . . . just sell, sell, sell," said Mr. True. He tells herewith how he sold Mr. Wehr and how the Wehr business doubled in a year.

Mr. True

CBC Handbook

CBC Toronto has issued a 52 page "Handbook For Announcers" listing correct pronunciation of many place names and personal names, giving data on the announcer's approach to his duties, speech standards, articulation, stress and function, guide to pronunciation, notes on use of dictionaries and reference books, pronunciation of musical terms, and the use of the microphone. Booklet is written in clear concise language, lists all place names and personal names in alphabetical order, with a special section being devoted to Canadian place names.

Georgetown U., WARL Plan Program Exchange

WARL, new Arlington, Va., station which went on the air Oct. 6, and Georgetown U. of Washington, have announced plans for a non-commercial affiliation to service special broadcasts.

Under the agreement WARL will feed newscasts, "live" programs and transcribed music to Georgetown's new 6 w station. Georgetown, in turn, will be fed to WARL. The Georgetown campus station is under the guidance of Rev. Francis J. Hayden S.J., assistant director of the Georgetown Observatory and faculty supervisor of the Georgetown Broadcasting System, a non-profit organization. The school has been accepted as a trial member of the Intercollegiate Broadcasting System.

Foreign Publication Is Planned for Hubbell

ARRANGEMENTS for foreign publication of Richard Hubbell's *Television Programming and Production* are being made by Murray Hill Books, radio division of Rinehart & Co., Mr. Hubbell said last week. The book, his second on television, is in its third American printing.

His first video book, *4,000 Years of Television*, was published throughout the British Empire during the summer and arrangements are pending for publication in Czechoslovakia, Mr. Hubbell said. He is television consultant of Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York).

WJLS Increase

WJLS BECKLEY, W. Va., operating with 100 w power night and 250 w local sunset, was granted an increase in power by the FCC to 500 w night and 1-kw local sunset, using a directional antenna at night. The grant was made subject to engineering conditions. Comr. E. K. Jett voted for hearing on the application. The action was authorized by the Commission Oct. 4 and announced Oct. 8.

WTAG

HAS MORE AUDIENCE
THAN ALL OTHER
STATIONS HEARD
IN THE AREA COMBINED

LATEST HOOPER RATING

When You Buy Time
Buy An Audience

WTAG
WTAG-7m
WORCESTER

"FULL GROWN"

WDOD
21st YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER
NATIONAL
REPRESENTATIVES
first
IN
CHATTANOOGA

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

FRED ALLEN DUFFY'S TAVERN
MEL BLANC CONTENTED HOUR

TOP network shows mean TOP audience, and that's why CJOR is the audience leader in Vancouver, for CJOR carries more first rate network and local programs than any other Vancouver station.

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 20th YEAR
5000 Watts, 600 K.C.

* CJOR
VANCOUVER B.C.
CBC • DOMINION NETWORK

FM Stations

(Continued from page 18)

Location	Grantee (AM affiliation in parentheses)	Type of Station	Status of Authorization
	CONNECTICUT		
Danbury	The Berkshire Bestg. Corp.	C	
Meriden	Silver City Crystal Co.	M	Cond.
New Britain	New Britain Bestg. Co. (WKNB)	M	CP
New Britain	New Britain Bestg. Co. (WKNB)	M	CP
New Haven	Elm City Bestg. Corp. (WNHC)	M	CP
New London	Thames Bestg. Corp. (WNLC)	M	CP
Stamford	West Connecticut Bestg. Co.	C	Cond.
Waterbury	American Republican, Inc. (WBRY)	M	CP
Waterbury	Harold Thomas (WATR)	M	Cond.
	DELAWARE		
Wilmington	Delaware Bestg. Co.	M	Cond.
	DISTRICT OF COLUMBIA		
Washington	Commercial Radio Equipment Co.		
Washington	Cowles Bestg. Co. (WOL)		
Washington	NBC Inc. (WRC)		CP
Washington	Metropolitan Bestg. Co. (WQQW)		
Washington	Potomac Bestg. Cooperative Inc.		
Washington	Evening Star Bestg. Co. (WMAL)		
Washington	WINX Bestg. Co. (WINX)		
Washington	Theodore Granik		
	FLORIDA		
Ft. Lauderdale	Gore Publishing Co.	M	Cond.
Coral Gables	Southern Media Corp.	C	Cond.
Daytona Beach	News-Journal Co.	M	CP
Jacksonville	City of Jacksonville	M	CP
Jacksonville	The Metropolis Co. (WJHP)	M	CP
Jacksonville	Florida Bestg. Co.	M	CP
Jacksonville	Jacksonville Bestg. Corp. (WPDQ)	M	CP
Miami	Isle of Dreams Bestg. Corp. (WIOD)	M	CP
Miami	Paul Brake	M	Cond.
Miami	Miami Bestg. Co. (WQAM)	M	CP
Miami Beach	A. Frank Katzentine (WKAT)	R	CP
Orlando	Orlando Daily Newspapers Inc.	M possibly R	Cond.
Orlando	Hazelwood Inc. (WLOF)	M	Cond.
Palm Beach	Palm Beach Bestg. Corp. (WWPG)	M	CP
Pensacola	Pensacola Bestg. Corp. (WCOA)	M	CP
St. Petersburg	Pinellas Bestg. Co. (WTSP)	M	CP
Tampa	The Tribune Co. (WFLA)	M	Cond.
Tampa	Tampa Times Co. (WDAE)	M	Cond.
W. Palm Beach	WJNO Inc. (WJNO)	M	Cond.
	GEORGIA		
Atlanta	The Constitution Publishing Co.	M	CP
Athens	J. K. Patrick Co. (WGAU)	M	Cond.
Augusta	Augusta Bestg. Co. (WRDW)	M	CP
Augusta	The Augusta Chronicle Bestg. Co.	M	CP
Augusta	Voice of Augusta	M	Cond.
Columbus	Columbus Bestg. Co. (WRBL)	M	CP
Columbus	Radio Columbus Inc.	M	CP
Columbus	Georgia-Alabama Bestg. Corp.	M	CP
Dublin	Dublin Bestg. Co. (WMLT)	M possibly R	Cond.
Macon	Middle Georgia Bestg. Co. (WBML)	M	CP
Macon	Southeastern Bestg. Co. (WMAZ)	M	CP
Moultrie	Frank R. Pidcock, Sr. (WMGA)	M	CP
Rome	Rome Bestg. Corp. (WRGA)	M	CP
Valdosta	E. D. Rivers (WGOV)	M possibly R	Cond.
Savannah	Atlantic Bestg. Co.	M	Cond.
Savannah	Savannah Bestg. Co. (WTOC)	M	CP
Savannah	WSAV Inc. (WSAV)	M	CP
Toccoa	R. G. LeTourneau (WRLC)	R	CP
	IDAHO		
Boise	Boise Broadcast Station (KIDO)	M	CP
Nampa	Frank E. Hurt and Son (KFXD)	M	CP
Pocatello	Radio Service Corp. (KSEI)	M	CP
Twin Falls	Radio Bestg. Corp. (KVMV)	M	CP
	ILLINOIS		
Aurora	The Copley Press Inc.	M	Cond.
Bloomington	Radio Station WJBC (WJBC)	M	CP
Brookfield	George M. Ives	C	CP
Carbondale	Southern Illinois Bestg. Partnership (AM Grantee, call unassigned)	M	CP
Champaign	The Champaign News-Gazette, Inc. (WDWS)	M	CP
Decatur	Commodore Bestg. Inc. (WSOY)	M	CP
Elmwood Park	Elmwood Park Bestg. Co.	C	Cond.
Evanston	North Shore Bestg. Co., Inc.	C	CP
Evanston	Sentinel Radio Corp.	C	Cond.
Freeport	Freeport Journal-Standard Publishing Co.	M	CP
Harrisburg	Harrisburg Bestg. Co. (WEBQ)	M	CP
Herrin	Orville W. Lyerla (WJPF)	M	CP
Kankakee	Kankakee Daily Journal Co. (WKAN)	M	CP
Mt. Vernon	Midwest Bestg. Co.	M	Cond.
Mt. Vernon	Mt. Vernon Radio & Television Co.	M	CP
Quincy	Lee Bestg., Inc. (WTAD)	M	CP
Quincy	Quincy Newspapers Inc.	R	CP
Rockford	Rockford Broadcasters, Inc. (WROK)	M	Cond.
Rock Island	Rock Island Bestg. Co. (WHBF)	M	CP
Springfield	WCBS Inc. (WCBS)	M	CP
Springfield	WTAX Inc. (WTAX)	M	CP
Waukegan	Keystone Printing Service Inc.	M	CP
	INDIANA		
Columbus	Syndicate Theatres, Inc.	M	Cond.
Connersville	News-Examiner Co.	M	CP
Elkhart	Truth Publishing Co. Inc. (WTRC)	M	CP
Evansville	Tri-State Bestg. Corp.	M	Cond.
Hammond	Radio Station WJOB (WJOB)	C	Cond.
Kokomo	Kokomo Bestg. Corp. (WKMO)	M	Cond.
Lafayette	WFAM Inc. (WFAM)	M	Cond.
Muncie	Donald A. Burton (WLBC)	M	CP
New Castle	Courier Times Inc.	C	CP
Shelbyville	Shelbyville Radio Inc.	M	Cond.
Terre Haute	Wabash Valley Bestg. Corp. (WTHI)	M	Cond.
Terre Haute	Banks of The Wabash Inc.	M	Cond.
	IOWA		
Burlington	Burlington Bestg. Co. (KBUR)	M possibly R	CP
Cedar Rapids	The Gazette Co.	M	CP
Davenport	Tri-City Bestg. Co. (WOC)	M	Cond.
Des Moines	Central Bestg. Co. (WHO)	M	CP
Des Moines	Cowles Bestg. Co. (KRNT)	M	CP
Des Moines	Kingsley H. Murphy (KSO)	M	Cond.
Dubuque	Dubuque Bestg. Co. (WKBB)	M possibly R	CP
Dubuque	Telegraph Herald (KDTH)	M possibly R	Cond.
Waterloo	Josh Higgins Bestg. Co. (KXEL)	M possibly R	Cond.

	KANSAS		
Hutchinson	The Nations Center Bestg. Co. (KWBW)	M	Cond.
Hutchinson	Hutchinson Publ. Co.	M possibly R	CP
Lawrence	The World Co.	M	Cond.
Topeka	Topeka Bestg. Assoc., Inc. (WIBW)	M	CP
Topeka	The Topeka State-Journal Co.	M	Cond.
Wichita	The Farmers & Bankers Bestg. Corp. (KFBI)	M	Cond.
Wichita	The Wichita Beacon Bestg. Co.	M	Cond.
Wichita	The Radio Station KFH Co. (KFH)	M	CP
	KENTUCKY		
Bowling Green	The Bowling Green Bestg. Co. (WLBJ)	M	Cond.
Henderson	Henderson Bestg. Co. Inc. (WSON)	B	Cond.
Lexington	American Bestg. Corp. of Kentucky (WLAP)	M	CP
Louisville	Courier-Journal and Louisville Times Co. (WHAS)	M	CP
Louisville	Northside Bestg. Corp. (WGRC)	M	CP
Louisville	WAVE Inc. (WAVE)	M	CP
Owensboro	Owensboro Bestg. Co., Inc. (WOMI)	M	CP
Paducah	Paducah Bestg. Co., Inc. (WPAD)	M	CP
Paducah	Paducah Newspapers Inc. (WKYB)	M	CP
Winchester	Winchester Sun Co. Inc.	C	Cond.
	LOUISIANA		
Alexandria	Alexandria Bestg. Co. Inc. (KALB)	M	CP
Alexandria	Central Louisiana Bestg. Corp. (KPDR)	C	Cond.
New Orleans	Loyola U. (WWL)	M	Cond.
New Orleans	Stephens Bestg. Co. (WDSU)	M	CP
New Orleans	WSMB Inc. (WSMB)	R	CP
New Orleans	Times Picayune Publishing Co.	M	Cond.
	MAINE		
Bangor	Portland Bestg. System Inc. (WGAN)	M	CP
Portland	Portland Bestg. System Inc. (WGAN)	M	CP
	MARYLAND		
Annapolis	The Capital Bestg. Co. (WANN)	M	CP
Baltimore	The A. S. Abell Co.	M	CP
Baltimore	Baltimore Bestg. Corp. (WCBM)	M	Cond.
Baltimore	The Baltimore Radio Show Inc. (WFBR)	M	CP
Baltimore	Belvedere Bestg. Corp.	M	Cond.
Baltimore	Maryland Bestg. Co. (WITH)	M	Cond.
Baltimore	The Monumental Radio Co. (WCAO)	M	Cond.
Frederick	The Monocacy Bestg. Co. (WFMD)	M	CP
Hagerstown	Hagerstown Bestg. Co. (WJEJ)	M	CP
Salisbury	The Peninsula Bestg. Co. (WBOC)	M	Cond.
Silver Spring	Tri-Suburban Bestg. Corp. (WGAY)	C	CP
	MASSACHUSETTS		
Brockton	Cur-Nan Co.	C	CP
Fall River	The Fall River Bestg. Co. Inc. (WSAR)	M	Cond.
Fitchburg	Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers (WEIM)	M	CP
Greenfield	John W. Haigis (WHAI)	C	Cond.
Greenfield	Recorder Publishing Corp.	C	Cond.
Haverhill	The Haverhill Gazette Co.	M	Cond.
Holyoke	The Hampden-Hampshire Corp. (WHYN)	M	CP
Lawrence	Hildreth & Rogers Co. (WLAW)	M	CP
New Bedford	E. Anthony & Sons, Inc.	M	CP
New Bedford	Bay State Bestg. Co.	M	CP
New Bedford	Southern Mass. Bestg. Corp.	C	Cond.
North Adams	James A. Hardman	M	Cond.
Pittsfield	Eagle Publishing Co.	C	Cond.
Pittsfield	Monroe B. England (WBRK)	M	Cond.
Salem	North Shore Bestg. Co. (WESX)	C	CP
Springfield	WMAS Inc. (WMAS)	M	Cond.
	MICHIGAN		
Ann Arbor	Washtenaw Bestg. Co. (WPAG)	M	CP
Bay City	Bay Bestg. Co. Inc. (WBCM)	M possibly R	Cond.
Battle Creek	Fed. Publs. Inc.	M	Cond.
Benton Harbor	The Palladium Publishing Co.	M	CP
Dearborn	Herman Radner	C	Cond.
Detroit	King-Trendle Bestg. Corp. (WXYZ)	M	CP
Detroit	Jas. F. Hopkins Inc. (WJBK)	M	CP
Detroit	Knight Radio Corp.	M	Cond.
Detroit	UAW-CIO Bestg. Corp. of Michigan	M	Cond.
Detroit	WJR The Goodwill Station Inc. (WJR)	M	CP
Escanaba	John P. Norton	M	Cond.
Flint	Flint Bestg. Co. (WFDF)	M	Cond.
Grand Rapids	Fetzer Bestg. Co. (WJEF)	M	Cond.
Grand Rapids	Lear Inc.	M	Cond.
Grand Rapids	Grand Rapids Bestg. Co.	M	Cond.
Grand Rapids	Leonard A. Versluis (WLAV)	M	Cond.
Jackson	WIBM Inc. (WIBM)	C	CP
Lansing	WJIM Inc. (WJIM)	M possibly R	Cond.
Mt. Clemens	Macomb Pub. Co.	C	CP
Muskegon	Ashbacker Radio Corp. (WKBZ)	M	Cond.
Owasso	The Argus Press Co.	C	CP
Pontiac	Pontiac Bestg. Co. (WCAR)	M	Cond.
Port Huron	The Times Herald Co.	M	Cond.
Saginaw	Saginaw Bestg. Co. (WSAM)	M	CP
Wyandotte	Wyandotte News Co.	C	Cond.
	MINNESOTA		
Mankato	Southern Minnesota Supply Co. (KYSM)	M	CP
Minneapolis	Independent Merchants Bestg. Co. (WLOL)	M	CP
Minneapolis	Minnesota Bestg. Corp. (WTCN)	R	CP
Rochester	Southern Minnesota Bestg. Co. (KROC)	M	Cond.
St. Cloud	The Times Pub. Co	M possibly R	Cond.
St. Paul	KSTP Inc (KSTP)	M possibly R	CP
St. Paul	WMIN Bestg. Co. (WMIN)	M	CP
Winona	Winona Radio Service (KWNO)	M possibly R	Cond.
	MISSISSIPPI		
Clarksdale	Birney Imes Sr. (WROX)	M	Cond.
Jackson	Lamar Life Insurance Co. (WJDX)	M possibly R	CP
	MISSOURI		
Cape Girardeau	Oscar C. Hirsch (KFVS(	M possibly R	Cond.
Clayton	Evangelical Luth. Synod. (KFUO)	M	Cond.
Joplin	Joplin Bestg. Co. (WMBH)	M	CP
Kansas City	The Kansas City Star Co. (WDAF)	R	CP
Kansas City	KCMO Bestg. Co. (KCMO)	M	CP
Kansas City	WHB Bestg. Co. (WHB)	M	CP
St. Joseph	KFEQ Inc. (KFEQ)	M	CP
St. Louis	CBS Inc. (KMOX)	M	Cond.
St. Louis	Globe-Democrat Pub. Co.	M	CP
St. Louis	Unity Bestg. Corp.	M	Cond.
St. Louis	The Pulitzer Publishing Co. (KSD)	M	CP
St. Louis	St. Louis U. (WEW)	M	CP
St. Louis	Star-Times Publishing Co. (KXOK)	M	CP
St. Louis	Thomas Patrick Inc. (KWK)	M	CP
	NEBRASKA		
Lincoln	Cornbelt Bestg. Corp. (KFOR)	M	Cond.
Lincoln	KFAB Bestg. Co. (KFAB)	M possibly R	Cond.
Omaha	Inland Bestg. Co. (KBON)	M	Cond.
Omaha	World Publ. Co.	M possibly R	CP

(*Continued on page 166*)

TWO REASONS . . .

why COLTON & FOSS, INC., gives prompt, effective engineering service in AM, FM, and Television Broadcasting Fields:

RUSS COILE

—Electronic Engineer

M. I. T. *Bachelor of Science in Electrical Engineering*
Master of Science in Electrical Engineering

Ex-Major, Air Corps, with four years' duty in radio and radar engineering in Signal Corps and Air Corps; last assignment—Design and Development Officer, Guided Missiles Section, Engineering Branch, Hq. Army Air Forces. Three years in ionospheric research at the Carnegie Institution's geophysical observatory at Huancayo, Peru. Radiotelephone first class license—1935.

JACK MOFFET

—Electronic Engineer

SWARTHMORE COLLEGE—*Bachelor of Science in Engineering, with honors*

Ex-Captain, Air Corps, with four years' duty in radio and radar engineering in Signal Corps and Air Corps; study of radar in Military College of Science, England; Project Engineer and Executive Officer of the Aircraft Radio Field Laboratory; last assignment—Technical Liaison Officer for Hq. AAF at the Army Air Forces Proving Ground, Eglin Field, Florida.

★

Consulting Services in Broadcasting
Public Service Communications
Radio and Radar Development

COLTON & FOSS, INC.

Office and Laboratory
927 - 15th Street, N. W.
WASHINGTON, D. C.
REPUBLIC 3883

FM Stations

(*Continued from page 165*)

Location	Grantee (AM affiliation in parentheses)	Type of Station	Status of Authorization
	NEVADA		
Las Vegas	Nevada Bestg. Co. (KENO)	C	CP
Reno	Reno Newspapers Inc.	M	CP
Reno	Saviers Electrical Products Corp.	C	CP
	NEW HAMPSHIRE		
Claremont	Claremont Eagle Inc.	M	CP
Manchester	Harry M. Bitner (WFEA)	M	Cond.
Manchester	The Radio Voice of New Hampshire Inc. (WMUR)	M	Cond.
Portsmouth	WHEB Inc. (WHEB)	M	Cond.
	NEW JERSEY		
Asbury Park	Asbury Park Press Inc.	C	CP
Asbury Park	Radio Industries Bestg. Co. (WCAP)	C	CP
Atlantic City	Neptune Bestg. Corp. (WFPG)	M	Cond.
Atlantic City	Press-Union Publishing Co. (WBAB)	M	Cond.
Bridgeton	Eastern States Bestg. Corp (WSNJ)	M	CP
Ewing Twp.	Mercer Bestg. Co.	M	Cond.
New Brunswick	Home News Publishing Co.	C	CP
Newark	Fidelity Media Bestg. Corp.	C	CP
Paterson	The Passaic Daily News	C	CP
	NEW YORK		
Albany	Hudson Valley Bestg. Inc.	M	CP
Buffalo	Roy L. Albertson (WBNY)	M	CP
Buffalo	WBEN Inc. (WBEN)	M possibly R	CP
Buffalo	WEBR Inc. (WEBR)	M	CP
Coram	Suffolk Bestg. Corp.	C	CP
Corning	The Evening Leader	M	Cond.
Dunkirk	Dunkirk Printing Co.	C	Cond.
Hempstead	Elias T. Godofsky	C	Cond.
Hornell	The W. H. Greenhow Co.	M	CP
Ithaca	Cornell U. (WHCU)	M	CP
Jamestown	James Bestg. Co. Inc. (WJTN)	M	CP
Messena	The Brockway Co. (WMSA)	M	Cond.
Mt. Vernon	Hudson Bestg. System Inc.	C	Cond.
Niagara Falls	The Niagara Falls Gazette Pub. Co. (WHLD)	M	CP
Ogdensburg	St. Lawrence Bestg. Corp. (WSLB)	R	Cond.
Oneonta	Oneonta Star Inc.	M	Cond.
Oswego	Palladium-Times Inc.	M	Cond.
Poughkeepsie	Poughkeepsie Newspapers Inc. (WKIP)	M	CP
Rochester	Amalgamated Bestg. System Inc.	M	Cond.
Rochester	Monroe Bestg. Co. Inc. (WRNY)	M	CP
Rome	Copper City Bestg. Co.	C	Cond.
Syracuse	Central New York Bestg. Corp. (WSYR)	M	CP
Syracuse	Onondaga Radio Bestg. Corp. (WFBL)	M	CP
Syracuse	Civic Bestg. Corp. (WOLF)	M	CP
Syracuse	Radio Projects Inc.	M	Cond.
Syracuse	Syracuse Bestg. Corp.	M	CP
Syracuse	WAGE Inc. (WAGE)	M	Cond.
Troy	The Troy Record Co. (WHAZ)	M	CP
Troy	Troy Bestg. Co. Inc.	M	CP
Utica	WIBX Inc. (WIBX)	M	CP
Utica	Rome Sentinel Co.	M	CP
Watertown	The Brockway Co. (WWNY)	M	CP
White Plains	Westchester Bestg. Corp. (WFAS)	C	CP
	NORTH CAROLI[illegible]		
Ahoskie	Parker Bros. Inc.	C	Cond.
Burlington	Alamance Bestg. Co. Inc. (WBBB)	M	CP
Asheville	Skyway Bestg. Corp.	M	CP
Asheville	Radio Station WISE Inc.	M	Cond.
Burlington	Burlington-Graham Bestg. Co.	C	Cond.
Charlotte	Southeastern Bestg. Co. (WBT)	M	CP
Durham	Durham Radio Corp. (WDNC)	M	CP
Fayetteville	Cape Fear Bestg. Co. (WFNC)	M	Cond.
Gastonia	F. C. Todd (WGNC)	M possibly R	Cond.
Goldsboro	Eastern Carolina Bestg. Co. Inc. (WGB[illegible])	M	Cond.
Greensboro	Greensboro News Co.	M	Cond.
Greenville	Greenville Bestg. Co. (WGTC)	M	Cond.
Hickory	Catawba Valley Bestg. Co. Inc. (WHKY[illegible])	M possibly R	Cond.
High Point	High Point Enterprise Inc.	M	CP
High Point	Radio Station WMFR (WMFR)	M	Cond.
Raleigh	WPTF Radio Co. (WPTF)	M possibly R	Cond.
Raleigh	Capitol Bestg. Co. Inc. ([illegible])	M	CP
Roanoke Rapids	Telecast Inc.	M	CP
Roanoke Rapids	WCBT Inc. (WCBT)	M	CP
Rocky Mount	Josh L. Horne	M	Cond.
Rocky Mount	William Avera Wynne (WEED)	M	Cond.
Salisbury	Piedmont Bestg. Corp. (WSTP)	M	CP
Washington	Tar Heel Bestg. System Inc. (WRRF)	M	CP
Wilmington	Richard Austin Dunlea (WMFD)	M	Cond.
Wilmington	Wilmington Star-News Co.	M	Cond.
Wilson	Penn T. Watson (WGTM)	M	Cond.
Winston-Salem	WAIR Bestg. Co. (WAIR)	M	CP
	NORTH DAKOTA		
Fargo	KVOX Bestg. Co. (KVOX)	M	CP
	OHIO		
Alliance	Review Publishing Co.	M	CP
Ashland	Beer and Koehl	M	CP
Ashtabula	WICA Inc.	M	Cond.
Athens	The Messenger Publishing Co.	M	CP
Bellaire	Tri City Bestg. Co.	M	Cond.
Canton	Ohio Bestg. Co.	M	Cond.
Canton	P. C. Wilson	M	CP
Canton	Starls Bestg. Corp.	M	Cond.
Cincinnati	Buckeye Bestg. Co. (WSAI)	M	CP
Cincinnati	The Cincinnati Times Star Co. (WKRC)	M	CP
Cincinnati	The Crosley Corp. (WLW)	M	Cond.
Cincinnati	L. B. Wilson Inc. (WCKY)	M	Cond.
Cincinnati	Scripps-Howard Radio Inc. (WCPO)	M	Cond.
Cleveland Hts.	Samuel R. Saque	C	Cond.
Columbus	United Bestg. Co. (WHKC)	M possibly R	CP
Columbus	The Pixleys (WCOL)	M	CP
Dover	The Tuscora Bestg. Co.	C	CP
Findlay	Findlay Radio Co.	M	Cond.
Fostoria	Lawrence W. Harry	C	CP
Fostoria	Lucian E. Kinn	M	Cond.
Fremont	Robert F. Wolfe Co.	C	CP
Hamilton	The Fort Hamilton Bestg. Co. (WMO[illegible])	C	Cond.
Lima	Northwestern Ohio Bestg. Corp.	M	Cond.
Marion	The Marion Bestg. Co. (WMRN)	M possibly R	Cond.
Newark	The Advocate Printing Co.	M	CP
Portsmouth	Scioto Bestg. Co.	M	Cond.
Steubenville	The Valley Bestg. Co. (WSTV)	M	CP
Tiffin	Jay R. David	C	Cond.
Toledo	The Fort Industry Co. (WSPD)	M	Cond.
Toledo	Unity Corp. Inc. (WTOD)	M	Cond.
Warren	Nied and Stevens (WRRN)	C	CP
Wooster	The Wooster Republican Printing Co.	M	CP
Youngstown	The WFMJ Bestg. Co. (WFMJ)	M	Cond.
Youngstown	WKBN Bestg. Corp. (WKBN)	M possibly R	Cond.
	OKLAHOMA		
Ardmore	John F. Easley (KVSO)	M	CP
Durant	Democrat Printing Co.	M	CP
Lawton	Oklahoma Quality Bestg. Co. (KSWO)	M	Cond.
Muskogee	Muskogee Bestg. Co.	M	CP
Oklahoma City	KOMA Inc. (KOMA)	R	CP
Oklahoma City	Plaza Court Bestg. Co. (KOCY)	M	CP
Oklahoma City	Sooner Bestg. Co.	M	Cond.
Oklahoma City	WKY Radiophone Co. (WKY)	M	CP
Oklahoma City	O. L. Taylor (in T-H-S Stations)	M	Cond.
Shawnee	KGFF Bestg. Co. (KGFF)	M	Cond.
Tulsa	Fred Jones Bestg. Co. (AM Grantee)	M	Cond.
	OREGON		
Albany	Central Willamette Bestg. Co. (KWIL)	C	CP
Ashland	Siskiyou Bestg. Co.	C	Cond.
Ashland	Rvgue Valley Bestg. Co.	C	Cond.
Eugene	Valley Bestg. Co. (KUGN)	M	CP
Eugene	Eugene Bestg. Sta.	M	Cond.
Grants Pass	So. Ore. Bestg. Co. (KUIN)	M possibly R	Cond.
Medford	Medford Printing Co.	C	Cond.
Medford	Mrs. W. J. Virgin (KMED)	M	CP
Portland	KALE Inc. (KALE)	M	Pc
Portland	KOIN Inc. (KOIN)	M	CP
Portland	KXL Broadcasters (KXL)	M possibly R	EA
Portland	Pacific Radio Advertising Service	M	CP
Portland	Broadcasters Oregon, Ltd.	M	CP
	PENNSYLVANIA		
Allentown	Lehigh Valley Bestg. Co. (WSAN)	M	CP
Allentown	Penn-Allen Bestg. Co.		Cond.
Allentown	Allentown Bestg. Co.	M	Cond.
Altoona	The Gable Bestg. Co. (WFPG)	M	CP
Bethlehem	The Bethlehems' Globe Publishing Co. (WGPA)	M	CP
Bradford	Bradford Publications Inc.	M	CP
Clearfield	Airplane & Marine Instruments Inc.	M	Cond.
DuBois	Tri-County Bestg. Co. Inc. (WCED)	M	Cond.
Erie	Presque Isle Bestg. Co. (WERC)	M	Cond.
Forks Township Near Easton	Easton Publishing Co.	C	CP
Harrisburg	The Patriot Co.	M	CP
Harrisburg	Harold O. Bishop	C	CP
Harrisburg	WHP Inc. (WHP)	M	CP
Johnstown	WJAC Inc. (WJAC)	M	Cond.
Lancaster	Lancaster Bestg. Co.	M	Cond.
Lancaster	Peoples Bestg. Co. (WLAN)	M	Cond.
Lancaster	WGAL Inc. (WGAL)	M	Cond.
Lewistown	Lewistown Bestg. Co. (WMRF)	M	CP
McKeesport	Mon-Yough Bestg. Co. (WMCK)	C	CP
Meadville	H. C. Winslow	M	CP
New Castle	WKST Inc. (WKST)	M	CP
Pottsville	Miner's Bestg. Co.	M	CP
Reading	Hawley Bestg. Co.	M	CP
Reading	Berks Bestg. Co. (WEEU)	M	CP
Scranton	Scranton Broadcasters Inc. (WGBI)	M	CP
Scranton	Union Bestg. Co.	M	Cond.
Sharon	Sharon Herald Bestg. Co.	M	Cond.
Sunbury	Sunbury Bestg. Corp. (WKOK)	M	CP
Uniontown	Fayett[illegible] Bestg. Corp. (WMBS)	M	CP
Uniontown	Uniontown Newspapers Inc.	M	CP
Washington	Observer Pub. Co. (WJPA)	M	CP
Wilkes-Barre	Louis G. Baltimore (WBRE)	M	CP
Wilkes-Barre	Scranton–Wilkes-Barre–Pittston Co.	M	CP
Williamsport	WRAK Inc. (WRAK)	M	CP
York	Susquehanna Bestg. Co. (WSBA)	M	CP
York	White Rose Bestg. Co.	M	Cond.
	SOUTH CAROLINA		
Anderson	Wilton E. Hall (WAIM)	M	CP
Charleston	Atlantic Coast Bestg. Co. (WTMA)	M	CP
Columbia	Surety Life Ins. Co. (WIS)	M	Cond.
Greenville	The Greenville News-Piedmont Co. (WFBC)	M	CP
Greenville	Textile Bestg. Co. (WMRC)	R	CP
Greenwood	Grenco Inc. (WCRS)	M	Cond.
Rock Hill	York County Bestg. Co. (WRHI)	C	Cond.
Spartanburg	Spartanburg Advertising Co. (WSPA)	M	CP
Spartanburg	Spartanburg Bestg. Co. (WORD)	M	Cond.
	TENNESSEE		
Bristol	Radiophone Bestg. Station WOPI Inc. (WOPI)	M	CP
Chattanooga	WDOD Bestg. Corp. (WDOD)	R	CP
Chattanooga	WAPO Bestg. Co. (WAPO)	M	CP
Chattanooga	Unity Bestg. Corp. of Tennessee	M	Cond.
Clarksville	William Kleeman (WJZM)	M	Cond.
Clarksville	Leaf Chronicle Co.	M	Cond.
Jackson	The Sun Publishing Co. Inc. (WTJS)	M	CP
Johnson City	WJHL Inc. (WJHL)	M	CP
Kingsport	Kingsport Bestg. Co. Inc. (WKPT)	M	CP
Knoxville	S. E. Adcock (WROL)	M	CP
Knoxville	Knoxville Publishing Co.	M	CP
Memphis	Herbert Herff (WHHM)	M	CP
Memphis	Memphis Publishing Co.	M	CP
Memphis	Hoyt B. Wooten (WREC)	M possibly R	Cond.
Memphis	WMPS Inc. (WMPS)	M possibly R	Cond.
Nashville	WSIX Bestg. Station (WSIX)	M	Cond.
	TEXAS		
Abilene	The Reporter Bestg. Co. (KRBC)	M	Cond.
Amarillo	Plains Radio Bestg. Co. (KGNC)	M	CP
Amarillo	Amarillo Bestg. Co.	M	CP
Beaumont	KRIC Inc. (KRIC)	M	Cond.
Brownsville	Brownsville Herald Publishing Co.	C	Cond.
Dallas	City of Dallas (WRR)	M	Cond.
Dallas	A. H. Belo Corp. (WFAA)	M	CP
Dallas	KRLD Radio Corp. (KRLD)	M	CP
Dallas	Variety Bestg. Co. (KIXL)	M	Cond.
Denton	Harwell V. Shepard (KDNT)	M	CP
Fort Worth	Carter Publications Inc. (WBAP)	M possibly R	Cond.
Galveston	The KLUF Bestg. Co. Inc. (KLUF)	M	Cond.
Harlingen	Harbenito Bestg. Co. Inc. (KGBS)	M	CP
Houston	Houston Printing Corp. (KPRC)	M	CP
Houston	KTRH Bestg. Co. (KTRH)	M	CP
Houston	Lee Segall Bestg. Co.	M	CP
Houston	Texas Star Bestg. Co.	M	Cond.
Houston	Harrison County Bestg. Co.	M	Cond.
Lufkin	Darrell E. Yates	M	CP
San Antonio	The Walmac Co. (KMAC)	M	CP
San Antonio	Southland Industries Inc. (WOAI)	M	Cond.
San Angelo	KGKL Inc. (KGKL)	M	Cond.
Temple	Bell Bestg. Co. Inc. (KTEM)	C	CP
Texarkana	KCMC Inc. (KCMC)	M	Cond.
Tyler	East Texas Bestg. Co. (KGKB)	M	CP
Vernon	Northwestern Bestg. Co. (KVWC)	M	Cond.
Wichita Falls	Times Publishing Co. of Wichita Falls	M	CP
Wichita Falls	Wichita Broadcasters	M	Cond.
	UTAH		
Salt Lake City	Intermountain Bestg. Corp. (KDYL)	M	CP

(*Continued on page 168*)

The happy medium in music produces the happy maximum in listener appeal!

WMCA airs music, day and night, of a character not heard regularly on any other station in the New York area. The music consists of the melodies and songs that America loves best. It is neither jive and boogie-woogie at one extreme nor the heavy classics at the other extreme. It is music with character, depth, and permanence, music that appeals to every human being.

Why has WMCA adopted this policy? Because we believe that this is the music that most people like to hear most of the time. We believe, moreover, that this middle ground of music is enjoyed by the greatest number of *buying* radio listeners in the New York market.

wmca 570 · first on New York's dial

REPRESENTED BY WEED & COMPANY

GREETINGS!

NAB

WELDON & CARR

CONSULTING RADIO ENGINEERS

Our Staff of Experienced

Engineers Are Ready To

Serve Your Needs In

AM-FM, Television,

Transmitter Design And

Field Engineering.

COMPLETE CONSULTING AND
FIELD ENGINEERING
SERVICES

1605 CONNECTICUT AVE. N.W.

WASHINGTON, D. C. MICHIGAN 4151

FM Stations

(*Continued from page 166*)

Location	Grantee (AM affiliation in parentheses)	Type of Station	Status of Authorization
	VERMONT		
Rutland	Phillip Weiss Co.	C	
Rutland	Herald & Globe Osen	M	Cond.
			Cond.
	VIRGINIA		
Danville	Piedmont Bestg. Corp. (WBTM)	M	
Harrisonburg	Shenandoah Valley Bestg. Corp.	M	Cond.
Lynchburg	Lynchburg Bestg. Corp. (WLVA)	M	Cond.
Lynchburg	Old Dominion Bestg. Corp.	M	CP
Newport News	Hampton Roads Bestg. Co.	M	Cond.
Norfolk	WTAR Radio Corp. (WTAR)	M	CP
Portsmouth	Portsmouth Radio Corp. (WSAP)	C	Cond.
Portsmouth	The Portsmouth Star Pub. Corp.	M	CP
Richmond	Havens and Martin Inc. (WMBG)	M	CP
Winchester	Richard Field Lewis Jr. (WINC)	R	CP
Richmond	Richmond Radio Corp.	M	CP
Richmond	Thomas G. Tinsley, Jr.	M	Cond.
Richmond	Larus & Bros. (WRVA)	M	Cond.
Roanoke	Time-World Corp.	M	CP
Roanoke	Radio Roanoke Inc.	R	CP
Roanoke	Roanoke Bestg. Corp.	M	CP
Suffolk	Suffolk Bestg. Corp.	M	Cond.
			CP
	WASHINGTON		
Longview	Twin City Bestg. Corp. (KWLK)	C	CP
Seattle	Evergreen Bestg. Corp. (KEVR)	M	CP
Seattle	Fisher's Blend Station Inc.	R	CP
Seattle	Queen City Bestg. Co. Inc. (KIRO)	R	CP
Seattle	Radio Sales Corp. (KRSC)	M	CP
	WEST VIRGINIA		
Beckley	Beckley Newspapers Corp.	M	CP
Beckley	Joe L. Smith Jr. (WJLS)	M possibly R	CP
Bluefield	Daily Telegraph Printing Co. (WHIS)	R	CP
Charleston	Daily Gazette Co.	M	Cond.
Huntington	Mayflower Bestg. Co.	C	Cond.
Huntington	Greater Huntington Radio Corp.	M	Cond.
Huntington	Huntington Bestg. Corp.	M	CP
Logan	Frey & Greever (WLOG)	M	CP
Morgantown	West Virginia Radio Corp. (WAJR)	C	Cond.
Wheeling	W. Va. Bestg. Corp. (WWVA)	M possibly R	Cond.
Wheeling	Community Bestg. Inc. (WKWK)	M	CP
	WISCONSIN		
Beloit	Daily News Publishing Co.	M	Cond.
Green Bay	WHBY Inc. (WHBY)	M	CP
Green Bay	Green Bay Newspaper Co.	M	CP
Greenfield	Wm. C. Forrest	M	CP
LaCrosse	WKBH Inc. (WKBH)	M possibly R	CP
Madison	Badger Bestg. Co. (WIBA)	M possibly R	Cond.
Marshfield	Dairyland's Bestg. Service Inc. (AM Grantee)	C	Cond.
Milwaukee	Hearst Radio Inc. (WISN)	M	Cond.
Milwaukee	Milwaukee Bestg. Co. (WEMP)	M	Cond.
Milwaukee	Midwest Bestg. Co.	M	CP
Oshkosh	Oshkosh Bestg. Co. (WOSH)	M	Cond.
Racine	Racine Bestg. Corp. (WRJN)	M	CP
Rice Lake	WJMC Inc. (WJMC)	M	Cond.
Sheboygan	Press Publishing Co. (WHBL)	M	CP
Wisconsin Rapids	Wm. F. Huffman (WFHR)	C	CP
Wausau	Record-Herald Co.	M	Cond.
Wausau	Northern Bestg. Co. Inc.	M	Cond.
	WYOMING		
Cheyenne	Frontier Bestg. Co. (KFBC)	M	Cond.
	PUERTO RICO		
San Juan	Radio Americas Corp.	C	Cond.

FM Stations in Operation Or About to Begin

(*As Previously Announced by FCC*)

Call Letters	Licensee (AM affiliation in parentheses)	Old FM Band (in mc)	New FM Band (in mc)	Type Station
	CALIFORNIA			
KHJ-FM	Don Lee Bestg. System, Los Angeles (KHJ)	....	99.7	M
KRCC	Contra Costa Bestg. Co., Richmond	....	104.7	C
	CONNECTICUT			
WTIC-FM	The Travelers Bestg. Service Corp., Hartford (WTIC)	45.3	106.7†	M
WDRC-FM	WDRC Inc., Hartford (WDRC)	46.5	106.3†	M
	ILLINOIS			
WBBM-FM	CBS Inc., Chicago (WBBM)	....	99.3	M
WDIM	Moody Bible Institute of Chicago, Chicago (WMBI)	....	99.7	M
WGNB	WGN Inc., Chicago (WGN)	45.9	98.9	M
WEFM	Zenith Radio Corp., Chicago	45.1	98.5	M
	INDIANA			
WMLL	Evansville on the Air Inc., Evansville (WGBF)	....	94.7	M
WOWO-FM	Westinghouse Radio Stations Inc., Ft. Wayne (WOWO)	44.9	95.9	M
WABW	Associated Broadcasters Inc., Indianapolis	47.3	....	M
WSBF	South Bend Tribune, South Bend (WSBT)	....	101.3	M
	LOUISIANA			
WBRL	Baton Rouge Bestg. Co. Inc., Baton Rouge (WJBO)	....	96.1	M
WRCM	Supreme Bestg. System Inc., New Orleans	....	95.3	M possibly R
WTPS	Times Picayune Publishing Co., New Orleans	....	94.5	M
	MASSACHUSETTS			
WBZ-FM	Westinghouse Radio Stations Inc., Boston (WBZ)	46.7	100.7	M
WMTW	The Yankee Network Inc., Studio—Boston; Transmitter—Mt. Washington, N. H.	43.9	....	R
WGTR	The Yankee Network Inc., Boston	44.3	103.1	R
WBZA-FM	Westinghouse Radio Stations Inc., Springfield (WBZA)	48.1	97.1	M
WTAG-FM	WTAG Inc., Worcester (WTAG)	....	102.7	M

(*Continued on page 172*)

The Nunn Stations
sell and service

5 GROWING MARKETS

These 5 Stations Step Up Sales:

KFDA
Amarillo, Texas
ABC AFFILIATE
Howard P. Roberson, *Manager*
Represented by The John E. Pearson Co.
1

WBIR
Knoxville, Tennessee
ABC AFFILIATE
John P. Hart, *Manager*
Represented by The John E. Pearson Co.
2

WCMI
Ashland, Kentucky, Huntington, W. Va.
CBS AFFILIATE
Joseph B. Matthews, *Manager*
Represented by The John E. Pearson Co.
3

WLAP
Lexington, Kentucky
ABC AFFILIATE
Miller A. Welch, *Manager*
Represented by The John E. Pearson Co.
4

WMOB
Mobile, Alabama
ABC AFFILIATE
Archie S. Grinalds, *Manager*
Represented by The Branham Co.
5

THE NUNN STATIONS
Owned and Operated by GILMORE N. NUNN and J. LINDSAY NUNN

"Response-ability Is The BUY-WORD"

TOP Personalities

AL JARVIS

Top platter man and radio personality . . . the original "Make Believe Ballroom" and "Can You Tie That?"

THE two top independents of the West—KLAC and KYA—place extreme emphasis on personality programs. Personalities that sell are "must" personnel at both stations, and this policy has proven

National Representative AD

New Yo

"CHRISTMAS EARLY"

Outstanding Southern California disc jockey . . . the "hit" miss of modern music lovers.

SAM BALTER

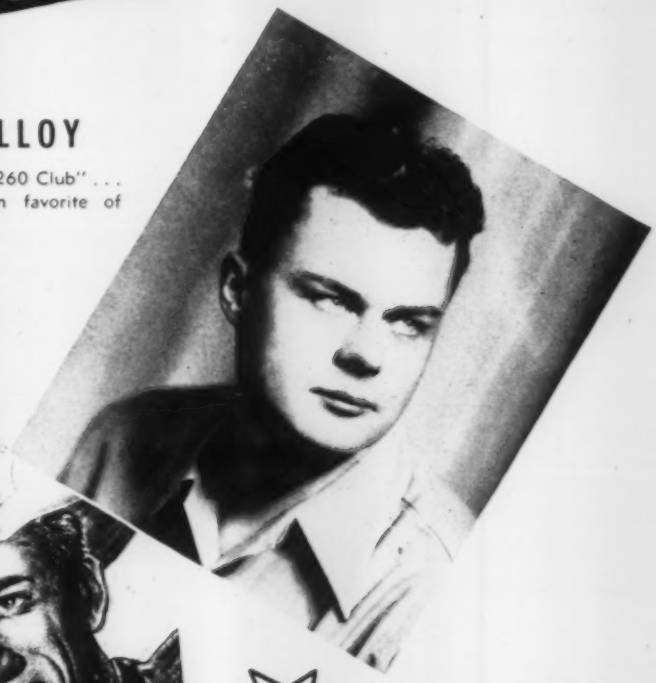
America's foremost sportscaster . . . now station director of sports. Balter fans are legion.

KLAC

LOS ANGELES

...ties In The West—

itself in heavy dividends for advertisers. More people than ever before today are steady listeners to KLAC and KYA . . . a tribute to leadership, showmanship—and the top personalities in radio!



LES MALLOY

Conductor of the "1260 Club" . . . intimate, soft-spoken favorite of the Bay area.

DUDE MARTIN

Martin and his gang . . . the leading Western - music organization in Northern California.

GEORGE RUGE

Music master of "Ballroom of the Air" and m.c. of San Francisco's most popular "teen-time" show.

ADAM J. YOUNG, Jr., Inc.
New York & Chicago

SAN FRANCISCO

FM Stations

(Continued from page 168)

Call Letters	Licensee (AM affiliation in parentheses)	Old FM Band (in mc)	New FM Band (in mc)	Type Station
	MICHIGAN			
WLOU	John Lord Booth, Detroit (WJLB)	44.9	....	M
WENA	The Evening News Assn., Detroit (WWJ)	44.5	96.9	M
	MINNESOTA			
KSTP-FM	KSTP Inc., St. Paul (KSTP)	....	102.1	..
	MISSOURI			
KOZY	Commercial Radio Equipment Co., Kansas City	....	99.9	M
KMBC-FM	Midland Bestg. Co., Kansas City (KMBC)	46.5	97.9	M
WIL-FM	Missouri Bestg. Corp., St. Louis (WIL)	....	92.1	M
	NEBRASKA			
KOAD	World Publishing Co., Omaha (KOWH)	....	92.5	..
	NEW JERSEY			
W2XMN (WFMN)	Edwin H. Armstrong, Alpine	42.8	....	..
W2XEA (WFMN)	Edwin H. Armstrong, Alpine	....	92.1†	.
	NEW YORK			
WNBF-FM	Wylie B. Jones Advertising Agency, Binghamton (WNBF)	44.9	96.3	M
WNYC-FM	City of New York Municipal Bestg. System, New York (WNYC)	....	95.3	M
WABC-FM	Columbia Bestg. System Inc., New York (WABC)	....	96.9	M
WGHF	Wm. G. H. Finch, New York	....	99.7	M
WQXQ	Interstate Bestg. Co., New York (WQXR)	45.9	97.7	M
WMGM	Marcus Loew Booking Agency, New York (WHN)	....	99.3	M
WABF	Metropolitan Television Inc., New York	47.5	98.5	M
WGYN	Muzak Radio Bestg. Station Inc., New York	....	96.1	M
WEAF-FM	National Bestg. Co. Inc., New York (WEAF)	....	97.3	M
WHFM	Stromberg-Carlson Co., Rochester (WHAM)	45.1	98.9	M
WHEF	WHEC Inc., Rochester (WHEC)	44.7	98.5†	M
WBCA	Capitol Bestg. Co. Inc., Schenectady	44.7	....	M
WGFM	General Electric Co., Schenectady (WGY)	48.5	100.7	M
	NORTH CAROLINA			
WCOY	Capitol Bestg. Co., Raleigh (WRAL)	....	95.3	..
WMIT	Gordon Gray, Winston-Salem (WSJS)	44.1	97.3	R
	OHIO			
WELD	RadiOhio Inc., Columbus (WBNS)	44.5	92.9	M
	OREGON			
KGW-FM	Oregonian Publishing Co., Portland (KGW)	....	95.3	..
	PENNSYLVANIA			
WHP-FM	WHP Inc., Harrisburg (WHP)	....	97.3	M
WPEN-FM	Wm. Penn Bestg. Co., Philadelphia (WPEN)	....	99.5	M
WIP-FM	Pennsylvania Bestg. Co., Philadelphia (WIP)	....	97.5	M
WCAU-FM	WCAU Bestg. Co., Philadelphia (WCAU)	....	102.7	M
KYW-FM	Westinghouse Radio Stations Inc. Philadelphia (KYW)	45.7	100.3	M
WFIL-FM	WFIL Bestg. Co., Philadelphia (WFIL)	45.3	99.9	M
KDKA-FM	Westinghouse Radio Stations Inc., Pittsburgh (KDKA)	47.5	92.9	M
WMOT	WWSW Inc., Pittsburgh (WWSW)	....	94.5	M
	TEXAS			
KAMT	Agricultural and Mechanical College of Texas, College Station (WATW)	....	94.5	.
	WISCONSIN			
WTMJ-FM	The Journal Co. (The Milwaukee Journal), Milwaukee (WTMJ)	45.5	92.3	M
WDUL	Head of the Lakes Bestg. Co., Superior (WEBC)	....	92.3	M

JOHN CREUTZ

Consulting Engineer for the Radio Industry

FM–AM

Television — Radio Relay

Frequency Allocation — Directive Antennae

Radio Communication

319 Bond Building — Washington, D.C. — REpublic 2151-2

DEALERS ATTENDING WPEN VIDEO CLASS

WPEN Philadelphia instruction course for television dealers will be attended by more than 300 members of the Appliance Dealers Assn. and Retail Record Dealers Assn., both of which participate in reciprocal promotion agreements with WPEN.

The response to the educational project indicates that the Philadelphia dealers look to heavy television activity in the local market. Course covers technical service information, installation factors and sales procedures. Manufacturers are cooperating by sending lecturers and demonstration equipment for the classes which are given in two six-week periods.

Entire course is under direction of Robin D. Compton, director of engineering for the William Penn Broadcasting Co. Faculty includes Charles W. Burtis, chief engineer, WPEN; L. A. Wilkinson, Naval Air Experiment Station; George Maedel, chief instructor, RCA Institute, New York; A. E. Preisman, vice president and chief engineer, Capitol Radio Engineering Institute, Washington; Dr. Paul Bellew, Radio Electronics Institute, Philadelphia; Paul Fleury, district representative of the General Electric Co.

Planes Rush Orthicon

PRIVATE PLANES rushed delivery of RCA television camera equipment to WBKB Chicago and the new television station of KSD St. Louis. The air shipments marked beginning of quantity deliveries of the new RCA Image Orthicon camera and associated field pick-up equipment, W. W. Watts, vice president in charge of RCA engineering products announced. Similar equipment for WPTZ Philadelphia and WCBW New York was picked up in Camden, N. J., by the stations' own trucks.

BMB (BROADCAST MEASUREMENT BUREAU) REPORT GIVES MEMPHIS MARKET A *BONUS* OF 187,961 RADIO HOMES!

Broadcast Measurement Bureau is an organization created to accurately measure the radio markets of America. This organization is equally represented by the Association of National Advertisers, American Association of Advertising Agencies, and National Association of Broadcasters. It has just released its report as of January 1, 1946. This report for the Memphis market represents a startling increase in radio families over 1942 figures compiled by Station WMC from data furnished by the United States Government Census, the Department of Commerce, Sales Management 1945 Survey of Buying Power, and Broadcasting Magazine's 1942 Radio Census Supplement.

The increases shown for the Memphis market are truly revealing, and represent a bonus coverage of considerable proportions for those advertisers already using WMC and those contemplating a schedule over this pioneer radio station of the Mid-South.

HERE ARE THE FIGURES THAT *PROVE* THAT THE MEMPHIS MARKET IS ONE OF RADIO'S BEST BUYS TODAY

★ RADIO FAMILIES COMPARISON (DAY)

	1942	1946 B.M. FIGURES	INCREASE	% INCREASE
SHELBY COUNTY (MEMPHIS)	68,364	97,490	29,126	+42%
TOTAL COVERAGE WITHIN .5 MV AREA	271,953	405,110	133,157	+48%
ADDITIONAL COVERAGE WITHIN .1 MV AREA	121,565	176,369	54,804	+45%
TOTAL COVERAGE (.5 MV + .1 MV)	393,518	581,479	187,961	+ 47%

RADIO FAMILIES COMPARISON (NIGHT)

SHELBY COUNTY (MEMPHIS)	68,364	97,490	29,126	+42%
TOTAL COVERAGE WITHIN 2.5 MV AREA	106,588	166,830	60,242	+56%
ADDITIONAL COVERAGE WITHIN 1.0 MV AREA	26,933	40,130	13,197	+49%
TOTAL COVERAGE (2.5 MV + 1.0 MV)	133,521	206,960	73,439	+ 55%

-and WMC is your *Best Buy* in MEMPHIS by far!

★ 5000 WATTS DAY AND NIGHT

★ NBC NETWORK

★ OWNED AND OPERATED BY THE COMMERCIAL APPEAL

Year after year, the Hooper Listening Index and other disinterested surveys have shown WMC the station "most people listen to most" in the Memphis market. WMC clearly delivers more listeners per dollar than any station in the Mid-South market of great and growing proportions.

WMC *Memphis*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

"IF IT'S MEMPHIS YOU WANT—IT'S WMC YOU NEED!"

Add HOLLYWOOD'S PROGRAMS

You save time... you save money ... you save effort ... when you let Hollywood's foremost specialists help you with your programming. They're part of the Capitol Transcription Library Service . . . and available to any station for building programs that sparkle with all of the elements of high-cost, live-talent musical shows.

This new Capitol service now offers you a basic transcribed music library of more than 2000 tunes... together with transcribed program aids and dated formats for 400 shows each month. All the routine programming is done for you *by Hollywood's experts*... timing, cataloging, and selection of the *right* tunes to build snappy, pace-shifting shows.

Still, there's complete flexibility ... full opportunity for that essential "personal touch" that can come only from the ingenuity of your own station staff.

BIG-NAME BANDS

BILLY BUTTERFIELD • DUKE ELLINGTON
JAN GARBER • SKITCH HENDERSON
PEE WEE HUNT • STAN KENTON
GENE KRUPA • EDDIE LE MAR
ENRIC MADRIGUERA • ALVINO REY

BIG-NAME SINGERS

JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

★ ★ ★ *Every Capitol Star Is*

EXPERTS TO YOUR OWN STATION STAFF

With the Capitol Transcription Library Service...

Programming Aids Galore

Take a Capitol format. Add your own commercials and patter. And you have a *complete* show. That's all you need do. For each program, Capitol provides special opening and closing musical themes, spoken introductions by the stars themselves, and distinctive music.

The Latest Hits and Revivals

Your Transcriptions library keeps growing with the guaranteed addition of 50 more selections each month. *{Bonus! Production plans indicate not 50 but 70 monthly releases.}*

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DE VOL'S POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

Send for a Recorded Demonstration!

Hear the features that make the Capitol Service excitingly *different!* Capitol will be glad to send you a demonstration transcription on request.

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS

PROGRAM SERVICE
FROM HOLLYWOOD
SUNSET AND VINE

An Audience Builder ★ ★ ★

EQUIPMENT SITUATION AS EXECUTIVES SEE IT

FEDERAL

Playing a leading role in efforts to get FM broadcasting stations on the air soon is N. E. Wunderlich, executive sales director of Federal Telephone & Radio Corp., who asked CPA to put broadcasting stations under the $15,000 industrial construction maximum instead of the $1,000 commercial. Mr. Wunderlich:

"Because of the great interest in frequency modulation, Federal will continue to put emphasis on the production of FM broadcast systems complete from microphone to its exclusive square-loop antenna. The fact that more than 850 applications for FM stations have been filed and some 200 construction permits issued, makes FM the great white hope of radio industry with tremendous future public acceptances because of improved quality of reception. Further, this will be a great advantage to radio set manufacturers.

"In the field of AM, Federal is manufacturing 20 and 50 kw transmitters for early delivery.

"With reference to television, Federal will continue the development of television equipment including transmitters for color and high definition black-and-white, studio equipment, high gain antenna and the application of pulse time modulation leading to a number of new feature in television transmitters and television receivers."

* * *

GENERAL ELECTRIC

General Electric Co. has big plans for production of broadcasting equipment. Here is a discussion by Arthur A. Brandt, general sales manager, Electronics Dept.:

"General Electric is producing various equipment for the nation's broadcast stations, and on some items substantial shipments already have been made. For example, over 50 postwar FM transmitters have been shipped to customers and these are moving out at an increasing rate.

"GE will make FM and AM broadcast transmitters in all ratings, FM antennas, AM antenna phasing equipment, international shortwave transmitters, S-T equipment including transmitters, receivers and antennas, station monitors, audio equipment, consolettes, studio amplifiers and other accessories.

"The company is building a complete line of television station equipment, including cameras, monitors, audio equipment, master control items, studio lights, etc. It is also making 5-kw television transmitters for all channels and will produce antennas for these transmitters. It is also building facsimile transmitter and receiving equipment on a limited basis.

"The company is also making an extensive line of tubes for AM, FM and television transmitters and receivers.

"In process of development or production are such test equipments as signal generators, visual alignment generators, frequency meters, field intensity recorders and various regulated power supplies.

"In the receiver end of the busi-

(Continued on page 178)

HAROLD B. ROTHROCK
CONSULTING RADIO ENGINEER

COMPLETE CONSULTING
AND
FIELD ENGINEERING SERVICES

AM FM
TELEVISION FACSIMILE

1909 EYE ST., N. W.
WASHINGTON 6, D. C. NATIONAL 0196

Geddes

(Continued from page 45)

National Radio Week, November 24-30, and a must event in future years.

Last year many local broadcasters for the first time got to know their local radio dealers during joint observance of National Radio Week, and this year I believe that working relationship will be extended. Each is dependent upon the other in obtaining the maximum listening audiences, and their common interests should bring them closer together, especially as FM broadcasting and television grow and expand.

NAB and RMA, through our respective presidents — Justin Miller and R. C. Cosgrove—have already taken steps to bring these two organizations closer together, not only once a year in observance of National Radio Week, but whenever there is a problem that vitally affects both the broadcaster and the manufacturer.

I believe that this liaison will prove to be of distinct advantage to both segments of our giant industry.

McCarthy in Pulpit

FIRST Methodist Church, Oklahoma City, had Charlie McCarthy in its loudspeaker system Oct. 6. Although wiring of the system was checked after the Sunday morning service had been interrupted by the loudspeaker's picking up a WKY broadcast of another church service, the same thing happened at the evening service. Only that time it was Charlie McCarthy who competed with Rev. Caradine R. Hooton. ". . . if folks had known McCarthy was on the program we might have had a bigger turnout," Mr. Hooton said.

YOU MIGHT BREAK 200x200 "PIGEONS", TRAP SHOOTING*—

BUT—YOU CAN'T HIT WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

You might just as well shoot at cast-iron "birds" as to try broadcasting through the wall of fading that surrounds Western Michigan. You can't really score that way, and there's no use trying. Because—

—when the people in Kalamazoo, Grand Rapids and Greater Western Michigan want to listen to the radio—*they listen to their own stations.* Two are CBS stations—WKZO in Kalamazoo and WJEF in Grand Rapids—have more listeners than any other station or combination of stations in this area, and offer you *complete coverage* of Western Michigan with one low combination rate. We'd be happy to send you all the facts—or just ask Lewis H. Avery, Inc.

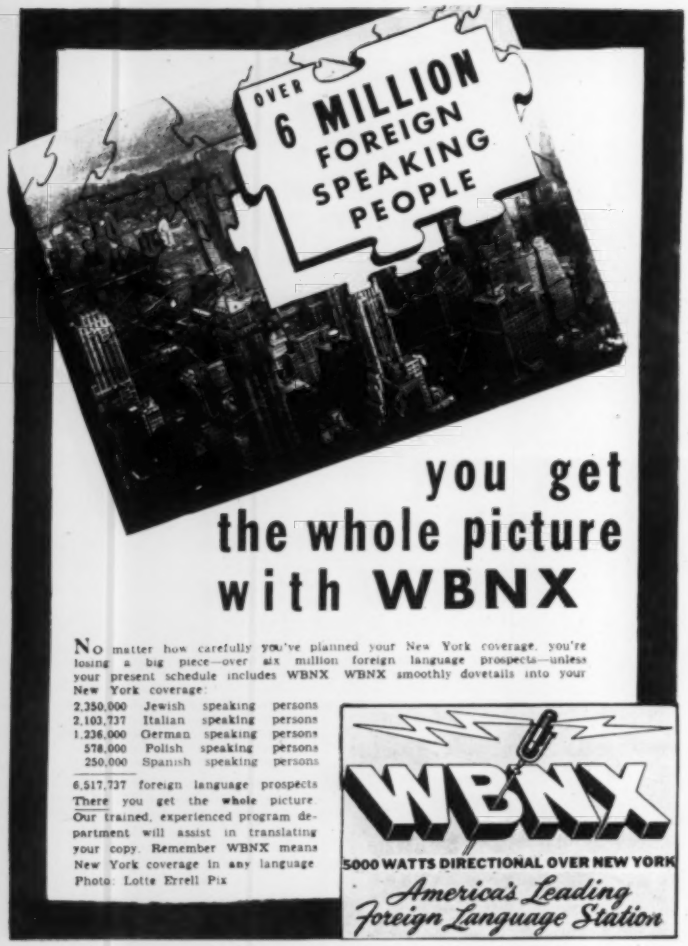
*Capt. J. Hiestand did it in 1944.

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC. EXCLUSIVE NATIONAL REPRESENTATIVES



you get the whole picture with WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX. WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish	speaking persons
2,103,737	Italian	speaking persons
1,236,000	German	speaking persons
578,000	Polish	speaking persons
250,000	Spanish	speaking persons
6,517,737	foreign language prospects	

There you get the whole picture. Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language. Photo: Lotte Errell Pix

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

KPAC
MBS
BMB

Equipment

(*Continued from page 176*)

ness production is improving. We are currently shipping table models, table model phonographs, portables, clock-radios and automatic console radio phonograph combinations. Production of FM receivers is underway and television models will follow in a few weeks."

RAYTHEON

Laurence K. Marshall is president of the Raytheon Manufacturing Co., Waltham, Mass., which during the war became the largest producer of search radar. Mr. Marshall:

"Raytheon is producing a full line of electronics equipment both in the broadcast and allied fields. The Broadcast Equipment Division is delivering FM and AM transmitters from 250 w to 1 kw, designed especially for small stations. This division also manufactures broadcast equipment accessories including monitoring amplifiers, FM/AM speech input studio consoles, phase shifters, portable field amplifiers and similar units.

"Specialized electronic equipment, much of which is widely used in the broadcast industry, is made by Raytheon. These products include electronic precipitators, voltage regulators, etc. Raytheon is also producing a full line of standard receiving tubes, sub-miniature tubes for special applications, transmitting tubes, industrial electronics tubes, rectifiers and magnetrons for radar.

"Raytheon's Marine Division, Submarine Signal Co., is exclusively producing electronic aids to navigation—radar, depth finders, and marine radiophones. Belmont Radio Corp., Raytheon's Chicago subsidiary, besides making a complete line of broadcast receivers, is delivering two-way radio equipment for mobile use.

"Low priced television receivers are scheduled for production in the late fall. The pocket radio is also a product of Belmont. Raytheon's Russell Electric Co. is making fractional horsepower motors for record changers and phonographs. Raytheon plans to expand and improve all lines as component parts permit. Further development in the microwave communications field, in which Raytheon pioneered, is continuing toward ultimate commercial application of the microwave relay system."

REL

President of Radio Engineering Laboratories, Long Island City, N. Y., is Charles M. Srebroff. REL is a firm of consulting and designing engineers, as well as equipment producers. Mr. Srebroff:

"Since V-J Day, REL has devoted all its energies to development and production of FM transmitters and associated equipment for FM broadcasting in the 88/108 megacycle band.

"To date, REL has delivered 15 new 1 kw transmitters to stations in various sections of the country all of which are now in daily operation on regular schedules. Additional 250 and 1 kw transmitters are scheduled for delivery at the rate of one per week for the balance of 1946. Development of monitoring equipment was completed early this year and we have delivered 25 FCC approved FM Frequency and Modulation Monitors.

"Within three months, REL will begin deliveries of studio speech input consoles and accessory audio items.

"Generally speaking, our progress with regard to high powered transmitters has been retarded somewhat by the necessity on the part of tube manufacturers of developing new tubes capable of delivering high power in the 88/108 megacycle band. However, there is a strong possibility of our commencing deliveries of 3 and 10 kw transmitters before the end of 1946 with full scale production including 50 kw transmitters to take place during 1947."

WESTERN ELECTRIC

F. R. Lack is vice president and manager of the radio division of Western Electric Co. Mr. Lack:

"Radio broadcasting, a comparative youth in modern industry, can boast of an unexcelled record of progress. The Western Electric-Bell Laboratories team have kept pace with this progress and augmented it with ever improving operating facilities resulting from continued research. Today Western is producing a complete line of equipment for AM and FM broadcasting. Within recent months many new products have been added to the line, such as the famous Cloverleaf FM Antenna, Custom Built Speech Input Consoles, and loudspeakers. Many other units to be available soon are either already on the assembly line or in the final stages of design, thus maintaining the tradition of Western Electric as a pioneer and leading contributor to an industry that

(*Continued on page 180*)

Fruitful Search

THERE'S a grateful grape grower in Westlake, Ohio, today. When Elsie Dick couldn't locate 20 pickers to help harvest her grapes, she appealed to the county farm labor supervisor, who called WTAM Cleveland. The station's farm director, Jim Chapman, announced her plight on his *Modern Farmer* program the following morning, and briefly retold the story on his *Farm News* period and *Market Roundup*. Three hours after the last announcement, Miss Dick called WTAM in gratitude to report she had her twenty needed helpers.

That's Kansas City!

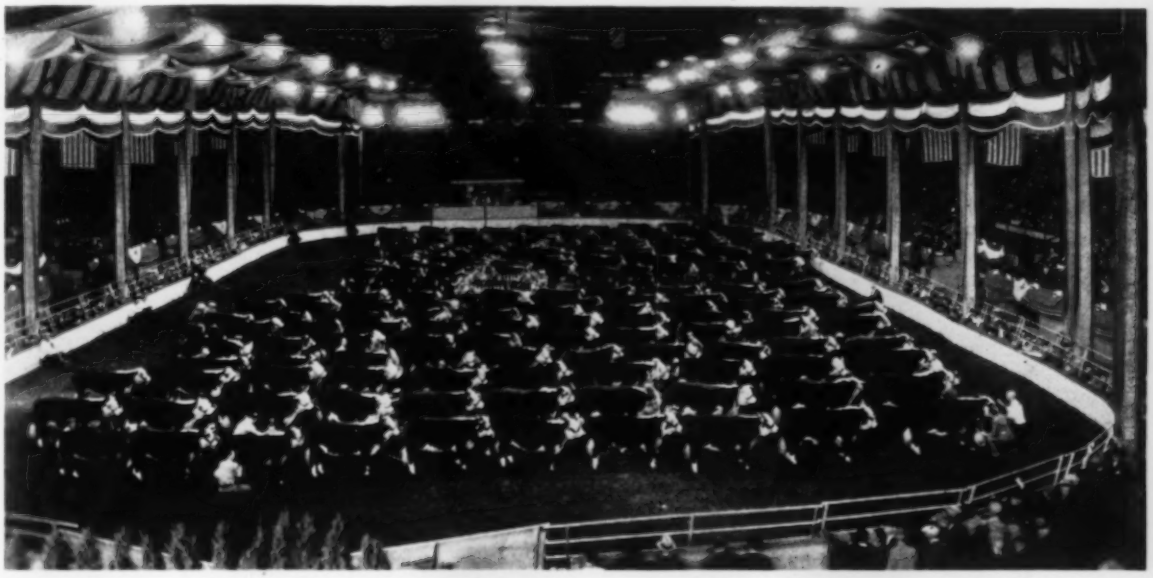
— One of the nation's favorite host cities, attracting 300 conventions annually with out-of-town attendance in excess of 60,000.

— Centrally located, easily accessible, offering outstanding entertainment, hotel and shopping facilities within a radius of a few downtown blocks.

— Home of a $6,500,000 Municipal Auditorium with convention facilities acclaimed as the nation's finest.

— Presenting this month in its own mammoth building the world-famed American Royal Live Stock and Horse Show.

— A dynamic, forward-surging city with increased population and new industries; a great market for goods of every description.



Show Ring at the American Royal Livestock Show

Radio·Responsive to

WDAF

The Kansas City Star Station

610 Kilocycles

BASIC NBC

More than 5 million persons live within WDAF's half-milivolt area—and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.

soon more power
will give more coverage
3,090 sq. miles more; meaning 214,581 more people
for your sales story in the daytime, and 207,605 more
people at night, all with a clearer signal

WHBC GOES TO 5000 WATTS
WATCH FOR THE DATE!

This means 1,015,943 people will be reached through the primary coverage of this favorite station in the rich Canton marketing area.

whbc
5000 WATTS SOON!
BASIC STATION MUTUAL NETWORK
represented by Wm. G. Rambeau Co.
your good neighbor in
CANTON, OHIO
always a busy city

CHAMBERS AND GARRISON
CONSULTING RADIO ENGINEERS
1519 CONNECTICUT AVE., N. W., WASHINGTON 6, D. C.
Phone - Michigan 2261

Allocation Engineering
Antenna Design and Adjustment
Field Intensity Measurements
Engineering Service and
Representation on Broadcasting
AM, FM, Television

Equipment

(*Continued from page 178*)

has not lost its sense of values in spite of its phenomenal growth."

WESTINGHOUSE

C. W. Miller is manager of the Sales Dept. of the Industrial Electronics Division of Westinghouse Electric Corp., Baltimore. Mr. Miller:

"Delivery of our 50 kw AM Transmitters will start in November 1946; the 5 kw AM in December 1946, and the 10 kw AM in February 1947.

"Delivery of our 1 kw FM Transmitters will start in December 1946; the 3 kw FM in February 1947, and the 10 kw FM in the third quarter of 1947, and the 50 kw FM in the first quarter of 1948.

"Present price levels are as follows:

AM		FM	
5 kw	$24,850	1 kw	$ 8,900
10 kw	30,325	3 kw	12,100
50 kw	95,000	10 kw	21,900
		50 kw	75,000

"We are also manufacturing custom-built studio equipment and transmitters for Color Television. Shipment of the studio equipment will start in December 1946, and the transmitter in January 1947.

"The AM and FM equipment is being built for stock, but the Color Television at the present time is being built only on customers' order."

Brush Tape Recorders Satisfactory, Says CBS

THE FIRST Brush Development Corp. tape recorders tried out by WABC New York have proven highly satisfactory in performance, Henry Grossman, CBS director of technical operations, reported last week.

The recorders were first used at the Democratic and Republican New York State Conventions.

Mr. Grossman sees the Brush tape recorders of great assistance to stations in covering special events where speed is important. Compact and easy to carry, the recorders weigh 30 pounds including microphone and cables and each tape can take up to a half-hour of recording.

Electronic Patents

THREE patents on electronic equipment have been listed on the Register of Patents Available for Licensing or Sale, published by the U. S. Patent Office, by Invex Inc., P. O. Box 188, Gainesville, Fla. They cover a radio receiving system employing filters and balanced tuning for reduction of interference; static suppressor system using parallel wave filters so adjusted that their identical admittances provide forced oscillations (induced by static) 180 degrees out of phase, thus causing "shock-excited" responses, and an electrical converter system producing oscillation in gaseous diodes or rectifiers.

Indiana Radiomen Give Scholarships

Total of $300 to Be Awarded For Young Radio Students

SCHOLARSHIPS totaling $300 will be awarded in 1947 by the Association of Indiana Broadcasters to Indiana college and university students preparing for radio careers, it was announced following the association's quarterly meeting in Indianapolis.

"These scholarships are offered not only as a stimulus to deserving students of radio, but also to prove the interest of Indiana broadcasting stations in radio training activities of the state's institutions of higher learning," said John Carl Jeffrey, the association's president Mr. Jeffrey, general manager of WKMO Kokomo, named the following committee to consult with radio departments of Hoosier universities as to the basis for awards which will begin in 1947:

George C. Biggar, general manager, WIBC Indianapolis, chairman; G. F. Albright, general manager WKBV Richmond; Carl Vandagrift, program director, WOWO Fort Wayne.

The association voted to continue cooperation with the Indiana State Fair Board in 1947 by presenting a second All-Hoosier Radio Roundup as the opening night feature. On Aug. 31, the first Roundup attracted 10,481 paid admissions.

Roy Harlow of BMI spoke on music problems. At a banquet closing the meeting, Fred A. Palmer, president of the Fred A. Palmer Co., Cincinnati, urged Indiana stations to cooperate to sell the state as a radio market with the organization of stations into units for partial and complete state coverage. The Indiana association decided to study similar efforts in other states. Attending the quarterly meeting, held Oct. 3, were:

Joe Spring, WASK Lafayette; Martin L. Leich and W. Ferrall Rippetoe, WBOW Terre Haute; Bob Drain, WSBT South Bend; Donald A. Burton and W. F. Craig, WLBC Munice; R. G. Duffield and Carl Vandagrift, WOWO Fort Wayne; William T. Davies, WGL Fort Wayne; Bruce McConnell, Robert E. Bausman and Reid Chapman, WISH Indianapolis; John R. Atkinson, WHBU Anderson; George C. Biggar, Samuel R. White and Ed Mason, WIBC Indianapolis; G. F. Albright, WKBV Richmond; John Carl Jeffrey, WKMO Kokomo; Marion Ayers, Shelbyville FM applicant; John Camp, Peoria, Ill., AM applicant; Jim Borman, Press Assn.; S. W. Pozgay, General Electric Co.; Bill Reilly, NBC-Thesaurus; Gus Hagenah, Standard Radio; Fred A. Palmer, Cincinnati; Roy Harlow and Linwood Pattee, BMI.

ABC Sends Record

ABC has sent a recording of its June 8 broadcast *To Live in Peace* to an exhibit to be held by the United Nations Educational, Scientific and Cultural Organization in Paris during November. Broadcast was a discussion of atomic energy timed to precede the Bikini tests. The State Department asked ABC to assist in collecting material for the exhibit, which is in conjunction with the first session of the UNESCO General Conference.

If you're preparing to open new markets—or strengthen old ones—better investigate flexible *Spot Broadcasting today!* For with Spot Radio you need to select and use *only* the markets that interest you.

And in these markets you buy the *best* times on the *best* stations—choosing the type and length of program that *best* fits your audience. You are never limited to restricted networks, one time of day or one copy appeal.

No wonder then, that now—as more and more products return to market—more and more advertisers turn to Spot Broadcasting. They know that because of its complete adaptability to all of today's rapidly changing conditions, Spot Radio keeps advertising in perfect timing with markets. A John Blair man can tell you all about it. Call him today.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

BMI REPORTS TO THE INDUSTRY

More and better service to the Broadcasting Industry is BMI's pledge for 1947

COPYRIGHT RESEARCH—thorough, up-to-the-minute information on music clearance, a complete basic catalogue, and regular supplements of newly published music provided at all times.

BMI FIELD MEN—experienced radio men, trained to aid broadcast personnel, regularly visiting all stations.

CONTINUITY SCRIPTS—wide variety of select programs that are entertaining and saleable.

DISC DATA—valuable reference to records, transcriptions and biographical data of outstanding performers. Constantly up to date.

BMI MUSIC MEMO—weekly informational bulletin. The radio man's guide to BMI music.

MUSIC DISTRIBUTION—music of every type, published by BMI and affiliated publishers, mailed to stations regularly.

BMI PIN-UP SHEET—convenient and timely reference to the current song hits and promising tunes licensed by BMI.

NEWSLETTER—personal monthly message to the BMI family. An exchange of radio and music ideas.

HOLIDAY MUSIC—suggestions of timely and appropriate music for seasonal and holiday events.

BMI, the arm of the broadcasting industry, is at your service

FACTS AND FIGURES . . .

99% of the dollar volume in the industry is represented by BMI licensees . . .

1,190* commercial licensees in the United States and Canada . . . embracing all networks and the important FM and Short-wave broadcasters.

1,114* music publishers in this country as well as performing rights societies in Argentina, Brazil, Chile, Cuba, Mexico and Uruguay, clear their music exclusively through BMI.

800,000 selections are listed as available for use in the latest BMI catalogue . . . music which ranges from the venerable classics to the newest in boogie-woogie.

33,000 phonograph records performable under the BMI license . . . and thousands more available in the libraries of the electrical transcription companies.

*As of October 1, 1946.

BMI IS YOURS—
For Radio
and By Radio

BMI

THERE IS ALWAYS A BMI HIT
FOR YOUR SHOW

WHEN IT'S BMI IT'S YOURS

BMI—Broadcast Music, Inc.—was established, maintained and operated by and for the broadcasting industry.

It is managed by a Board of Directors elected by the broadcasting industry and functions solely in your interest as a broadcaster.

Every bit of music in the BMI catalogue is your music . . .

Every service provided by BMI to broadcasters is your service . . .

Every BMI song performed on radio is your song . . .

When you attend the NAB Convention of 1946, make it a point to consult with your BMI people. ROY HARLOW and his staff of BMI Field Men—RALPH WENTWORTH, GLENN DOLBERG, AL MARLIN, LINN PATTEE, JIM COX—those men who are working for you, the broadcaster, will be there with you.

BMI CONTINUES ITS AMAZING GROWTH

- BMI, which had enough music for the entire needs of broadcasters in 1941, today has increased its repertoire of performable music by more than 400%.
- BMI service, too, continues with amazing progress. To the broadcaster, the performing artist, to every user of music, BMI consistently adds Extra Service.

AN INVITATION

You are cordially invited to visit the BMI Exhibit On the 4th Floor Exhibition Hall in the Palmer House, Chicago at the NAB Convention October 21 through October 24

BROADCAST MUSIC INC.

NEW YORK • CHICAGO • HOLLYWOOD

RIDE THE CREST OF THE WAVE WITH

CLEVELAND'S

Chief

STATION

WJW rides the crest of the wave of listener acceptance—an acceptance built by better local programming—local programs planned for top interest. And Cleveland's Chief Station has won a large listening audience in this 7th largest . . . 5th richest . . . 3rd most densely populated area in the United States—delivers more daytime dialers per dollar than any other regional station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

REK-O-KUT COMPANY

Proudly Presents

THE NEW

"MASTER-PRO" SERIES

Recording and Transcription Equipment

AT THE

NAB CONFERENCE

PALMER HOUSE • CHICAGO

OCT. 21-24 ROOM 856

REK-O-KUT COMPANY

146 GRAND STREET NEW YORK 13, N. Y.

Export Division, Morhan Export Co., 458 Broadway, New York 13, N. Y.

SOAP AND CRISCO cheered this group at Los Angeles press-birthday party for Kenny Baker after debut in ABC *Glamour Manor*, sponsored by Procter & Gamble Co. Those cheered (l to r): Ken Burton, producer; Walter Craig, Benton & Bowles radio vice president; Mr. Baker; Sam Hearn (Schlepperman); Gail Smith, P&G daytime radio head.

RCA Discloses Details of Teleran; Television Transmits Radar Picture

FUNCTIONAL details of RCA's new Teleran system of aerial navigation were disclosed for the first time last week when the equipment was put on display at a demonstration of air navigation aids at Indianapolis.

Teleran (television - radar - air navigation) is said by RCA to overcome many of the serious inadequacies of former systems and to promise expansion of safety factors in travel by air.

The essence of the Teleran system is the combined use of radar and television. Ground search radar surveys the air regions of interest and displays on a cathode ray tube the information it receives. A television camera picks up the radar presentation, superimposes it on a map, and the combination picture is broadcast by a television transmitter.

The picture is reproduced on a television receiver in the airplane, the pilot seeing his own ship as a spot of light moving across a map and other planes as other spots of light, each moving on its own course.

Separate Layers

The system includes a device to separate air strata so that a pilot sees on his receiver only those planes occupying a layer of air in which his is flying.

Teleran is said to be ideally suited to the control of traffic near airports. At busy terminals planes may be kept in proper formation of departure and arrival even in bad weather when equipped with Teleran since pilots are able to see on their television screens the position of aircraft in relation to the ground although such visibility would be impossible without the miracle eyes of radar and television.

RCA announced that Teleran was now its biggest single development project. Development of the system was begun in 1941 at the suggestion of Loren F. Jones, manager of research and development projects in the Engineering Product Dept., RCA Victor Division, Camden, N. J.

After an interruption during the war, the work was resumed in 1945 in cooperation with the Army Air Forces, the Civil Aeronautics Administration, airline operators and aircraft manufacturers.

EMERSON CORP. BUYS PART OF N. Y. FIRM

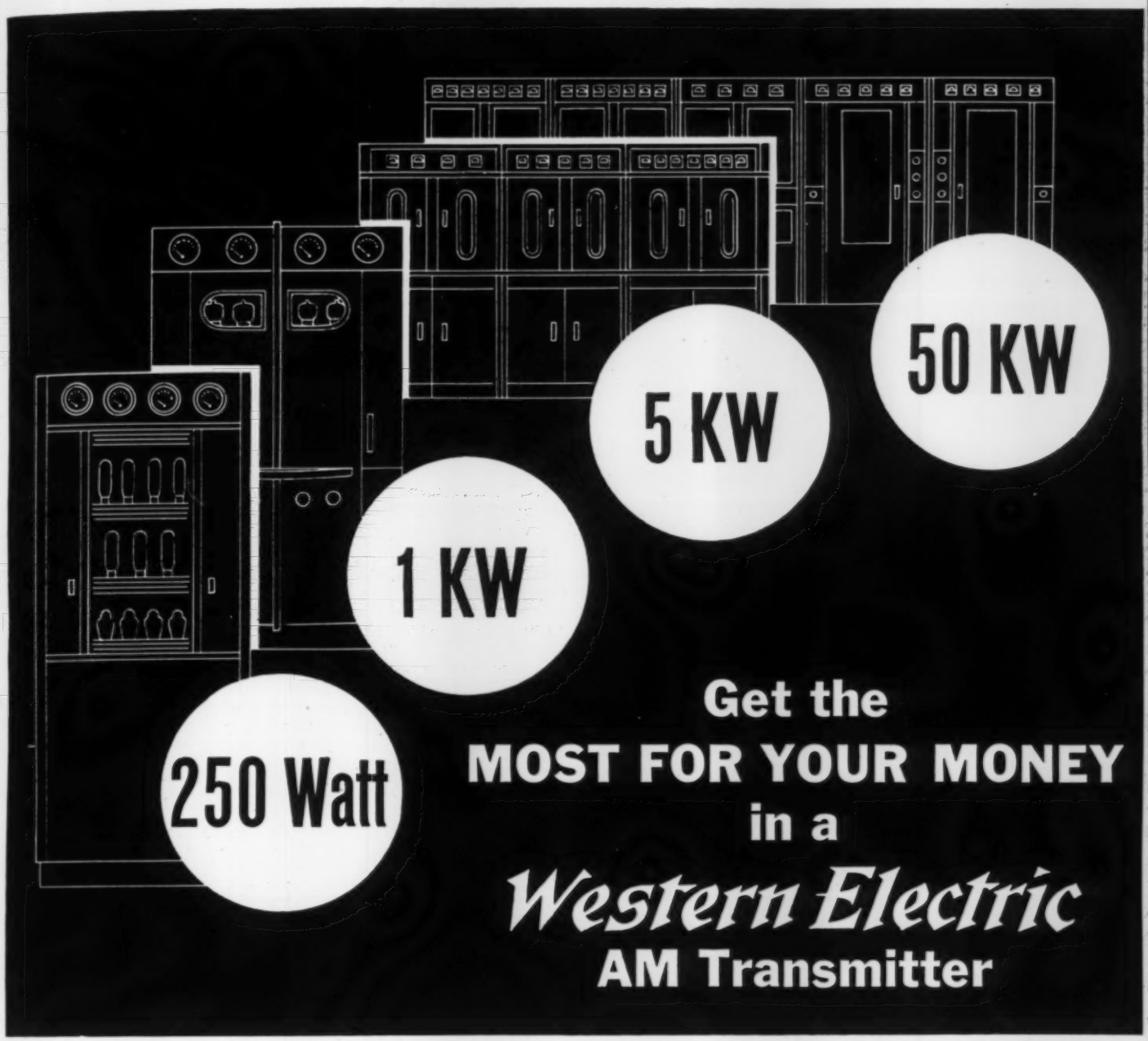
EMERSON Radio & Phonograph Corp., New York, has agreed to purchase for cash the radio communications division of the Jefferson-Travis Corp., New York.

According to Irving M. Felt, president of Jefferson-Travis, the company is divesting itself of its radio communications division so that it can concentrate on phonograph record industry which accounts for substantially all of its fixed assets and represents its principal source of expanding operations.

Jefferson-Travis stockholders, at a meeting to be held Oct. 21, will be asked to approve the foregoing program and also to vote upon a proposed change in name to Musicraft Recording Corp., more effectively to identify its corporate name with that of its principal subsidiary, Musicraft Records Inc. Emerson Corp. will acquire all of the assets relating to the Jefferson-Travis radiotelephones and marine radio equipment and will continue that division under the Jefferson-Travis name.

Service Allocations

PROPOSED new table of service-allocations of frequencies between 25,000 and 30,000,000 kc [BROADCASTING, July 22], encountering no opposition, has been reported by FCC as adopted as proposed. The table reflects all changes made since the original table was announced May 25, 1945.



Get the MOST FOR YOUR MONEY in a *Western Electric* AM Transmitter

Be sure to see the Western Electric-Graybar Exhibit at the NAB Convention

VISIT OUR DISPLAY IN EXHIBITION HALL—4TH FLOOR AND OUR SUITE 852-854, PALMER HOUSE

Twenty-five years ago, Western Electric installed the Country's first commercia broadcast transmitter. Since then installations in hundreds of stations throughou the country have proved that you get the most for your money—in dependability high quality and low cost of operation—in Western Electric AM transmitters.

Our entire line, ranging from 250 Watts to 50 KW is currently being installe throughout the country. Among the most recent 50 KW installations are KOMA Oklahoma City, and WLAW, Lawrence, Mass. Another new 50 KW is schedule for WSB, Atlanta, Ga.

For facts and figures on performance, and delivery information, see us at th NAB Convention—talk to your Graybar Broadcast Equipment Representative—or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y

Distributed by GraybaR — OFFICES IN 93 PRINCIPAL CITIES

— QUALITY COUNTS —

An Arthur B. Church Production
HOTEL PICKWICK, KANSAS CITY 6, MO.

Bill Knodel Joins Lewis H. Avery

Station Representative Firm Now Called Avery-Knodel

LEWIS H. AVERY and J. W. (Bill) Knodel last week formally confirmed a report published by BROADCASTING [Closed Circuit, Sept. 23] that the firm of Lewis H. Avery, Inc., national station representatives, will do business in the future as Avery-Knodel Inc.

Under the terms of the partnership, Mr. Knodel, for the past year national sales manager for the radio division of Field Enterprises, Inc., will hold the office of executive vice-president with headquarters in Chicago. With the exception of the new firm title, no change in the corporate structure of the company or personnel will be affected, Mr. Avery announced.

Under the terms of incorporation, filed in New York State last year, Mr. Avery is listed as president and principal stockholder, with B. P. (Tim) Timothy, secretary; Arthur H. McCoy, treasurer, and David H. Sandeburg, Pacific Coast manager and a director of the company.

Mr. Avery, director of broadcast advertising for NAB from 1942-45, resigned that position to form his own station representative company, Sept. 17, 1945. Almost immediately, he was selected by Howard Lane, radio director of Field Enterprises Inc., to represent WJJD Chicago and WSAI Cincinnati, both owned and operated by Field Enterprises Inc. Since that time, the Avery Company has developed swiftly. At present, Avery-Knodel Inc., represents 19 stations: WJJD WSAI KDAL KILO WJEF WFBC KHON (Hawaii) WKZO WDGY WPOR KOIN WHBF KROY WDAR WHAN KMA KALL KILO KXEL and the Inter-Mountain Network. The firm will soon announce their appointment to represent another station in the Pacific Northwest.

Messrs. Knodel (l) and Avery hang shingle.

Mr. Avery and Mr. Knodel were formerly associated with Free & Peters. Mr. Avery left Free & Peters in 1942 to accept the position with NAB in which he was instrumental in setting up the present NAB code. More than 10 years ago, while with the Buffalo Broadcasting Corp. (WGR-WKBW), as director of sales he was one of the founders and served as chairman of the NAB sales managers executive committee.

Mr. Knodel entered the station representative field nine years ago when he joined Free & Peters' Chicago office and was v.p. and Chicago manager for that company when he resigned in 1945.

In addition to their New York, Chicago and San Francisco offices, Avery-Knodel Inc., also operate a Los Angeles office headed by Frank V. Webb.

New Organization

EIGHT foreign-language announcers of WESX Salem, Mass. have organized the Foreign Language Broadcasting Assn. of America, with headquarters in Boston. Purpose is to promote goodwill between racial groups in the U. S., acquaint foreign-speaking residents with American ideals, etc. Organizers and their languages are M. S. Azbourjaily, Arabic; Boleslaus J. Dziembowski, Polish; Zygmunt Zaporowicz, Polish; Alfonso Lambiase, Italian; Samuel Fisher, Yiddish; Nicholas C. Cockinos, Greek; George E. Cokorogiannis, Greek; John DeMello, Portuguese.

ACME GETS PERMIT FOR PHOTO STATION

TO TEST point-to-point transmission of pictures by radio, Acme Newspictures Inc. Thursday received authority from FCC to build an experimental Class 2 station near Cleveland.

Acme's proposal, according to FCC, involves sending pictures to fixed locations in the United States with additional observation reception points to be arranged in Europe and South America to test practicability of the system over great distances.

Frequencies assigned were: 3492.5, 4797.5, 6425, 9135, 12862.5, 17310 and 23100 kc, all on a temporary basis, since these frequencies are proposed to be eventually assigned to other services. Authorized power is 1000 w with A4 emission. Acme now provides pictures to newspapers commercially by its Telephoto System, a wired circuit device.

Finch Shows Facsimile

FINCH Telecommunications will exhibit its facsimile machines at the Continental Hotel in Chicago during the NAB Convention and the School Broadcast Conference in that city, demonstrating facsimile broadcast by WJJD Chicago.

Introducing
THE KWKW
KILOWATT KOLT
• Advertisers who want their radio messages in the winner's circle regularly have learned to recognize KWKW's Kilowatt Kolt as "a sure thing" in the Greater Los Angeles Sales Sweepstakes.
• KWKW, The Sports Station For Southern California . . . covers America's Number 3 market like the Kolt's loudest blanket . . . .
Wm. J. Beaton, Gen. Mgr.
SOUTHERN CALIFORNIA BROADCASTING COMPANY
KWKW
PASADENA LOS ANGELES
1430 KC 1000 WATTS

Frederick Tower Erection Co.

TOWER ERECTING — PAINTING — LIGHTING

INSTALLATION OF FM ANTENNA & TRANSMISSION LINES

248 West 5th Street

Frederick, Maryland

EXPERIENCED SINCE 1925

Workmanship Guaranteed Satisfactory

Sorry . . . . . .

But we have been so busy producing our two new musical transcribed open-end shows, that we have had no time to prepare pretty pictures and beautiful layouts to advertise them in this issue. Instead, we ask you to listen to them in Room 804 at the Palmer House, during the NAB Convention. We guarantee you something new and different in syndicated programs when you hear

"THE FAMILY ALBUM"

Starring Gene Jones, The Girl Friends, Don Hicks, and Hal Freede. Gene (who does a daily CBS show) sings all the old favorite tunes with a new zest, aided by The Girl Friends. Don Hicks at the piano contributes some startling and unusual modern arrangements for the vocalists, which would easily land some of these old time favorites in any "hit parade". And Hal Freede really makes the Hammond "talk". Room has been left for opening, middle and closing commercials—but the middle spot is an instrumental number so it may be used as such if desired, instead of fading behind commercial. 78 ¼-hour programs are available, and we expect to produce 260—possibly more. The other series in production is

"GLORIA CARROLL ENTERTAINS"

Too bad we can't show you a picture here of lovely Gloria. She not only makes you gasp "Hubba, Hubba"—her singing is also out of this world. Let the bobby-soxers swoon. We guarantee that Gloria's sultry, seductive voice will drive the male audience positively nuts! With her, as she sings the best of all the show and popular songs, is an instrumental trio as hot as the center of an atomic bomb, which has been estimated at something like ten million degrees Fahrenheit. Piano, bass and guitar—with each man playing as though he had six hands! Also 78 ¼-hours, with 260 anticipated.

P. S. If you are not going to attend the NAB Convention, we suggest that you write or wire our distributors for audition samples and costs for your market.

GUILD PRODUCTIONS of AMERICA

NEW YORK CITY, N. Y.

Distributed Exclusively By

KASPER-GORDON, Incorporated,

140 BOYLSTON STREET
BOSTON 16, MASS.

In Room 804 at the Palmer House during the NAB Convention, you will also find: The two most successful Christmas toy department promotions and programs in the world ("ADVENTURES IN CHRISTMASTREE GROVE" and "SANTA'S MAGIC CHRISTMAS TREE"); the ONLY half-hour transcribed version of "A CHRISTMAS CAROL", signed last season by more than 100 stations and sponsors; "CONGRESS ON THE AIR", the ONLY program of its kind, live or transcribed; "THE THEATRE OF FAMOUS RADIO PLAYERS", Hollywood-produced half-hour dramatic series with radio's top dramatic network talent; "EAT-ITORIALLY SPEAKING", something new in a food show; and other proven programs that help stations to sell time and produce results for sponsors. Also—a new portable playback machine, light, compact, excellent tone quality, plays 33 1/3 and 78 RPM, up to 16-inch discs.

Remember Room 804---at the Palmer House

WHY SLIP DOWN TO INCLINE (Ky.)?

Honestly—ain't it kind of hitting the skids, to spend big dough reaching towns like Incline (Ky.), when the same money could buy more and better traction in the really important Louisville Trading Area? WAVE's 5,000 watts give you 51.9% as much retail sales as Kentucky's *total*. There's not a down-hill indication on the Louisville Area's business horizon. If you're on the Incline . . . well, here!—grab our hand!

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

Research Needs Pioneering Spirit

Marketing Expert Tells How Radio Can Better Standards

By GEORGE H. ALLEN
President, American Marketing Assn., New York

PRESIDENT of the American Marketing Assn. in New York, George H. Allen looks at radio from the point of view of its overall contribution to distribution. As former manager and secretary of the Cooperative Analysis of Broadcasting, however, he has intimate knowledge of the particular problems of the medium. In this article Mr. Allen outlines a program on what the radio industry can do in 1947 to raise the standards of marketing.

RADIO can raise its standards for companies marketing goods through its facilities in 1947 by taking strides to: (1) count its listeners per program; (2) improve standards of interpretation of radio audience facts; (3) place more emphasis on analysis of program content.

Mr. Allen

The radio industry might well consider taking steps in 1947 toward meeting the problems of every company using the medium as an advertising vehicle—namely, to determine (and make available to its users) the actual number of listeners per program.

One of the first of the advertising media to investigate continuously the exposure of consumers to its advertising messages, radio has not yet attained one of the basic objectives of scientific media research—projectable program rating data.

In 1929 a committee of manufacturers in the Assn. of National Advertisers took the first steps toward founding a cooperative venture to take the "blue sky" out of radio broadcast advertising facts. Seventeen years later radio still hasn't completely satisfied the need of its users in that respect. Projectable readership data have in fact been supplied recently by a comparative newcomer in the field of media research—the rapid transit advertising industry which features "car cards." In 1945 the first Continuing Study of Transportation Advertising conducted by the Advertising Research Foundation was completed in Newark. Five more United States cities have since been covered—studies conducted with the moral and financial support of the advertising medium concerned.

Perhaps 1947 will record strides taken in the field of radio advertising toward more significant radio rating data based on a realistic cross section of the nation's population. The industry itself can play a dominant part in making this possible.

Improve Interpretation

The ease with which rating and station coverage facts are often misused in quotations to the user for the sake of an immediate effect can slowly destroy overall confidence in radio broadcasting itself.

A program rating based on telephone homes should not be projected, with assumption of accuracy, to all homes. A fluctuation of a few decimal points upward in a rating cannot be made statistically significant by any amount of sales persuasion. A half millivolt signal coverage map does not mean that all those "covered" homes listen to a particular program, no matter how strong the sales implication. (BMB data may help to eliminate this last type of exaggeration).

Only the radio industry itself (the sellers) can raise the standards of factual selling, and in effect, raise the standards of marketing goods through its unique facilities.

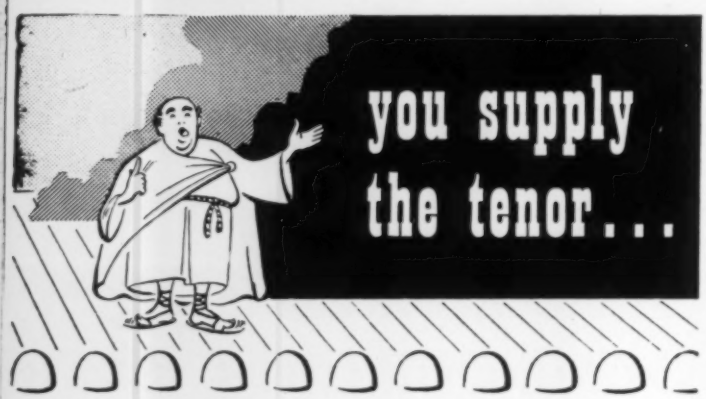
Programs Can Be Improved

Ambitious radio, with its four networks changing program or editorial content every 15-30 minutes in 24 hour cycles, plus its several hundred local stations each with distinctive local programming, may be spreading its creative talent too thin.

That rare ability of skilled program writing and direction that results in successful radio cannot always be stretched over as many different programs as sometimes demanded by commercial radio. But the industry *can* meet this challenge to its marketing efficiency and listener appeal.

Minute by minute pre-judgment or post-judgment of a program's content by a sizable audience promises to provide the efficiency too radio directors have been lacking. This method results in the spotlighting and eventual elimination of the weaker sections of every program analyzed and tends to raise the average appeal of a program to the level of its most popular feature. Starting with pre-war studio experiments with the "Stanton-Lazarsfeld" machine at WOR and CBS, this minute by minute type of radio editorial analysis is now centered rather dramatically in the efforts of the Schwerin Re-

(*Continued on page 190*)

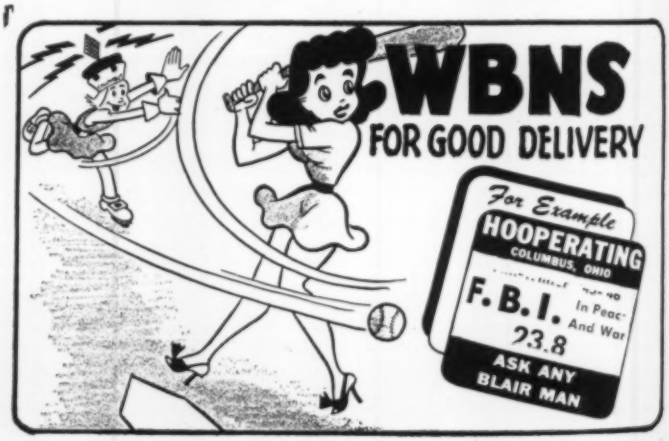


. . . and we of Harvey will supply that varied assortment of equipment needed to carry his voice across space. As distributors for America's leading brand names, we can promptly fill orders for tubes, test equipment, recorders, receivers, recording blanks and all other vital parts. As merchants with a backlog of 18 years experience, we know that you also require service and full value for every dollar you spend. That we can give you, too. Next time you need equipment, find out first what Harvey can do for you.

No matter where you are located, a letter, telegram or phone call will get you prompt action.

Telephone LOngacre 3-1800

HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.



...More MAIN STREET News...

United Press has 78 radio news bureaus in this country, operating at key points in every one of the 48 states.

These bureaus cover their vicinities for the people who live there.

This they do through their own staffs and through some 3700 special correspondents, all carefully chosen for their ability as news-getters and news-writers.

Thus U. P. delivers—besides international and national news—an unmatched amount of regional, state and even local news. The U. P. radio news report carries more "Main Street news" than any other service.

The way listeners are devouring this regional news coverage proves what a hit it is.

And shows again the reason for U. P.'s leadership—foremost because it offers most.

United Press

from TOWER FOUNDATIONS to program tests . . .

Complete construction engineering by GRETHER

GRETHER Radio Electronics offers C. P. holders and established stations alike a unique personalized field engineering service. Often this means solving a station breakdown *overnight*, supplying stop-gap parts with minimum loss of air time.

Grether assumes complete responsibility for complete station construction. Twenty-one years working experience as broadcast technicians and chief engineers are your assurance that a Grether-engineered station means the best engineering coupled with sensible costs.

A discussion is invited.

Installation
Maintenance
Measurements
Coverage
Reports

GRETHER RADIO
ELECTRONICS CORPORATION
Broadcasting Service Engineers
118 Brooke Ave. • Norfolk 10, Va.
Tel. Norfolk 2-6511 • Night, No. 2-4408

Lehigh

INVITES YOUR INQUIRIES

FOR AM, FM, and TELEVISION TOWERS

LEHIGH STRUCTURAL STEEL CO.

17 Battery Place New York 4, N. Y.

Plant at Allentown, Penna.

Offices In Principal Cities

George Allen

(Continued from page 188)

search Corp. in the application of its war-tested techniques.

No substitute for overall editorial judgment, this type of "profile" analysis of radio program content can provide another tool for raising the efficiency of marketing through radio programs properly recognized and supported by the industry.

Media Competition Keener

Radio can be proud of its past contributions to marketing efficiency. Certainly its record of moving goods across dealers' shelves is well recognized. Crossley, Hooper, Nielsen, Barton and many others have made their individual contributions as entrepreneurs to advancement in radio research. But the industry as such needs some of the pioneering spirit that was behind the founding of the CAB, and the united cooperative effort behind the BMB to keep pace with the progress needed to continue to raise standards in marketing.

The radio industry cannot afford to mark time. To those in radio interested in improving the science of marketing, the rumblings of research progress now under way or promised in other media should be a stimulant. Promotional objectives alone are soon discounted in research when media competition outmodes the services rendered by lagging statistical procedures. The radio industry can again show the way to all marketing in 1947 with significant advances in proving and improving its efficiency and thus raise the standards of all marketing.

Book of Month Shows In Process of Changes

BOOK OF THE MONTH Club, New York, effective Oct. 20 and Nov. 21, respectively, discontinues *Let's Go to the Opera* on WOR New York (Sunday, 7-7:30 p. m.), and *Author Meets the Critics* on WQXR New York Thursday, 9:30-10 p. m., and rebroadcast Sunday, 2:30-3 p. m. Firm will resume *New Friends of Music* concerts on WQXR New York Nov. 4 (Sunday, 5:30-7 p. m.), until the first Sunday in March.

A new sustaining program, *Symphonic Notes*, will replace the *Opera* series on WOR, while *Author Meets the Critics* will continue on a sustaining basis, available for sponsorship, on WQXR. Nov. 21 the WQXR series, which is currently broadcast from the Barbizon-Plaza Theatre, New York, will move to Times Hall on West 44th Street. Agency for the Book of the Month Club is Schwab & Beatty, New York.

Census Augments Farm Set Figures

Five More States Are Included In Latest Release

MORE THAN nine out of ten occupied farms in Idaho have radio receivers, according to census of agriculture figures made public last week by the U. S. Census Bureau. The figures are based on data collected as of Jan. 1, 1945. Figures also were released for New Mexico, Maryland, Montana and Nebraska.

The bureau found that 36,660 of the 39,492 (92.9%) occupied farms in Idaho had radios, as against 31,995 with electricity and 17,421 with telephones. Principal crops in 1944 were livestock and dairy products.

In Montana 31,744 of the 35,390 (89.7%) occupied farms had radios, with 15,782 having electricity and 7,847 having telephones. Principal crops were field crops and livestock.

Of 107,349 occupied farms in Nebraska 94,635 (88.1%) had radios, 46,619 had electricity and 63,195 had telephones. Main crops were livestock and field crops.

Maryland's 40,144 occupied farms were radio equipped in 31,625 (78.8%) of cases, with 25,258 farms having electricity and 17,137 telephones. Poultry, dairy and field crops were principal products.

In New Mexico 15,819 of 28,605 (55.3%) of occupied farms had radios, with 8,844 having electricity and 3,175 telephones. Main products were livestock and field crops.

WWRL Woodside, L. I. Plans 5 kw Facilities

WWRL Woodside, L. I., N. Y., authorized last week by FCC to increase power from 250 w to 5000 w, will erect a Western Electric transmitter at Secaucus, N. J., it was announced by William H. Reiman, WWRL president. The transmitter will be of directional array with its maximum power directed toward New York City. Four transmitter towers, each 275 feet in height, will be utilized.

WWRL expects to begin operation on 5000 w about April 1 and at the same time will add two hours to its daily broadcast schedule, operating from 7 a. m. to 1 a. m. instead of its present 8 a. m. to midnight schedule. No change in advertising rates is contemplated until three months after operation on its new power increase.

Curtails Mailing List

THE FCC is curtailing its mailing list of releases, Commission authorities said last week, as a result of Government Printing Office request that government agencies curtail their use of paper in view of the acute paper shortage. FCC spokesmen said that it will be increasingly difficult to add to the mailing list and that requested allotments will possibly be decreased.

LOOK

. . . at the richest market—

Long Beach's $2160 per capita effective income*—highest in the U. S. for cities over 100,000 population.

Los Angeles' 1,825,000 population—highest effective per capita income for cities over 1,000,000.

* Copyright 1946, Sales Management Survey of Buying Power; further reproduction not permitted.

. . . at these successful sponsors

The Bing Crosby Philco Show.
Buffum's Department Store—Barker Brothers
Dunlap's Department Store Chain—Sears, Roebuck & Co.
Be-Wise Shampoo—Sav-On Drugs—La Vogue Furriers
Western Auto Supply Co.

. . . at these choice availabilities

Hal Shideler's "Today in Sports."
Major Bateson's "Garden School of the Air."
Clarence Crary's "Cheerful Chat."
Irene Cook's "Feminine Fare."
Felix Adams' "Take It Easy Time."

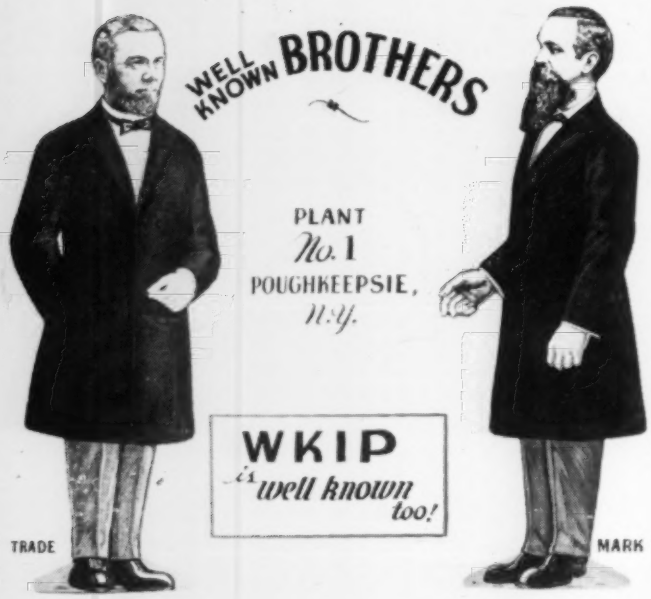
KGER

OWNED by MERWIN DOBYNS
Long Beach — Los Angeles

National Representatives:

JOSEPH HERSHEY McGILLVRA, INC.

New York Chicago Los Angeles San Francisco



NEXT YEAR WE'LL BE SALUTING SMITH BROTHERS, INC. ON ITS ANNIVERSARY—
100 YEARS IN POUGHKEEPSIE
ABC AFFILIATE WKIP
REPRESENTED BY HEADLEY-REED COMPANY

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

UTAH TO HAVE VIDEO IN 1947

KDYL's Television Station, W6XIS Now Transmitting Experimentally

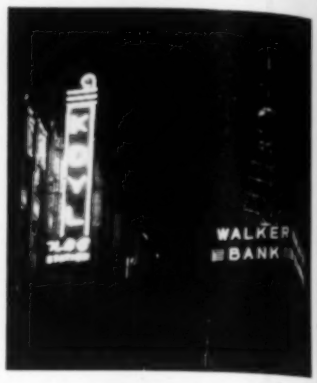
EXPERIMENTAL transmissions are being broadcast by KDYL Salt Lake City's television station, W6XIS, and President and General Manager S. S. Fox expects to introduce actual television to Utah in 1947—the year of Utah's 100th anniversary and KDYL's 25th.

Mr. Fox

Present broadcasts consist primarily of test patterns and live views of activities in downtown streets, picked up by the W6XIS television camera from the KDYL Playhouse windows. A coaxial cable has been installed between the Playhouse and the transmitter, with a view to expanding experimental work by using motion pictures. KDYL received a commercial television grant last May.

With the broadcast tower located in downtown Salt Lake City, KDYL television engineers are seeking to determine the effect of signal reflection from the mountains which face the city on two sides.

The tower is on top of the 16-story Walker Bank & Trust Co. Building, highest in the city, which places the antenna 330 feet above the street. The two-bay turnstile antenna, identical in principle to the one designed by Dr. George H. Brown of RCA Labs for NBC use on the Empire State Building in New York, was built by KDYL engineers. The tower is built to accommodate an FM antenna.



KDYL Television Tower

Transmitter equipment was constructed in the KDYL laboratories under the direction of Chief Engineer John M. Baldwin, despite the scarcity of parts and materials.

Timebuyers' Problems

PROBLEMS OF TIMEBUYERS were aired at the luncheon-forum meeting of the Radio Executives Club of Toronto at the King Edward Hotel on Oct. 9. Lack of information from stations, especially from rural ones, was listed as a major difficulty for timebuyers and account executives. Agency executives said too much time is being bought on ratings, while local successes and mail response may be important factors. Stations said lack of early publicity material hinders program promotion. Presiding was Jim Knox, president, and account executive of Ruthrauff & Ryan. Panel of experts consisting of Bill Byles, radio director, Spitzer & Mills; Doreen Dunlop, timebuyer, Young & Rubicam; Andy McDermott, sales manager, Horace N. Stovin & Co.; Hal Crittenden, manager of CKCK Regina; Ralph Snelgrove, manager of CFOS Owen Sound, Ont.; John Tregale, station relations director, All-Canada Radio Facilities. Plus Messrs. Crittenden and Snelgrove, out-of-town guests included Claude Irvine, managing director of CHOK Sarnia, Ont., and Alf Parkes, commercial manager of CKCW Moncton, N. B.

Radio Discs to Support U. S. Savings Bond Drive

SPORTS personalities will join forces with radio stations throughout the country in the interest of U. S. Savings Bonds during forthcoming campaign, Nov. 11-Dec. 7.

Twelve five-minute transcribed sports spots have been prepared by the radio section of the U. S. Savings Bonds Division. Records are produced with only the voice of the interviewee and scripts will be provided for the stations so a local personality can conduct the interview. To date number of requests indicate that all of the 945 stations now airing the *Treasury Salutes* also will broadcast the sports interview.

In addition eight one-minute and 14 15-second transcribed announcements featuring the talents of Jimmy Stacy's "Koralities," a group of seven men and women who do choral work, are being sent to every station.

Named to Committee

BRUCE ROBERTSON, senior associate editor of BROADCASTING Magazine, New York, and Charles Alicoate, of the Advance Television Picture Service, have been appointed to serve on the program committee of the American Television Society by Frederick Kugel, chairman.

The Harvest is on...

Buy KFJZ and WRR... two for one price!

Reap the Rewards of this Combination Serving Texas Twin Cities

Here are facts that will interest budget conscious advertisers: KFJZ and WRR completely cover the Fort Worth and Dallas markets . . . they serve an area with two million population which has a two billion dollar buying income. Bank debits for this area the past year amounted to over nine billion dollars — which places the Fort Worth and Dallas markets among the nation's most important areas. Extensive surveys repeatedly prove the listener loyalty to both of these 5000 watt stations.

In buying KFJZ and WRR . . . the Two for One price . . . you not only get a tremendous ready-built audience, but you get "two shots" at them for one price . . . you can air your program at separate hours over each station, at no extra cost.

MARKET DATA

POPULATION	1,902,700
RETAIL SALES	$ 963,424,000
FOOD STORES	$ 237,279,000
GENERAL MERCHANDISE	$ 200,767,000
DRUG STORES	$ 51,153,000
BUYING INCOME	$1,996,237,000
BANK DEBITS	$9,106,710,000
RADIO HOMES	376,844

Compare the cost of the KFJZ and WRR combination and you'll agree it's TEXAS' BEST RADIO BUY

TEXAS' BEST RADIO BUY

KFJZ FT. WORTH — WRR DALLAS

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

RADIO KIST

Santa Barbara • California

Harry C. Butcher & Staff

Telephone 4000

TWX S BAR 7389

Benjamin Franklin Building

Sixth Richest Per Capita Market in the United States

The Quality Station in A Quality Market

National Representative

Joseph Hershey McGillvra, Inc.

New York, Chicago, Los Angeles, San Francisco

Affiliated with National Broadcasting Co.

250 Watts 1340 KC

WIRED MUSIC STUDY COMPLETED BY AYER

N. W. AYER & Son, Philadelphia and New York, has just concluded in behalf of its clients, a research study of store broadcasting to determine the value of wired music, based on actual sales results.

Dr. Chappell

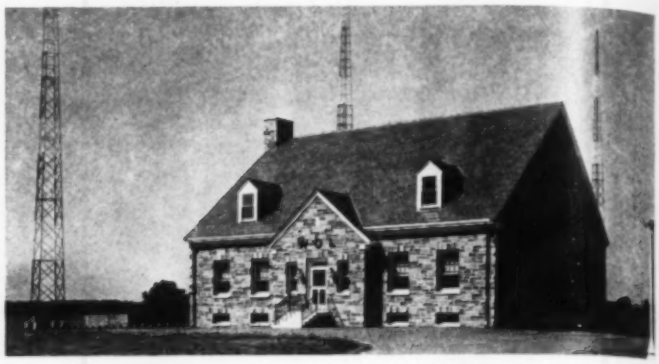
The agency engaged a research consultant, Dr. M. N. Chappell, to make the objective study of store broadcasting. The test was a comparative survey conducted in 16 Baltimore market chain stores located in Philadelphia, eight of which had wired music and eight un-wired establishments. The survey aspired to determine the relative sales volume of the two otherwise similar types of business.

Although the agency declined to reveal the actual figures of the results at this time, it was acknowledged that tests were successful.

The study also proved, according to Warner Shelly, vice president of N. W. Ayer & Son and agency supervisor of the research project, that this type of medium may be of value to broadcasters and to agencies "in that it may give a true method of evaluation of certain types of commercials."

THE VOICE IS FIVE TIMES GREATER

WOL Occupies New Transmitter Site as Outlet Goes to New 5 kw Power



WOL's new transmitter building.

THE NEW VOICE of WOL Washington, now 5 kw, is making itself heard.

The Cowles Mutual station's new transmitter is now in operation, housed in a recently constructed fieldstone building in Montgomery County, Md., near Silver Spring, about ten miles northwest of Washington.

AM equipment was constructed to WOL specifications by Western Electric. When all installations are complete, the building will also contain a 20 kw (effective radiated power) FM transmitter, an experimental color television transmitter —the only such television now authorized for the Washington area— and an experimental facsimile transmitter. Approximate cost of the building on the 29-acre site is $140,000. Cost of standard equipment approximates $62,000. Other equipment will cost about $150,000. Several acres of the site have been deeded to Montgomery County for use as a school playground; the remaining will be landscaped.

The building contains a modern heating and air-conditioning plant, three baths, a kitchenette, and sleeping facilities for relief engineers.

Coverage area is reputedly increased to 40%.

Proof of the increased coverage came to WOL during the afternoon of the first of the play-off games of the National League, broadcast by the station, shortly after the power increase went into effect, Sept. 21. Merle S. Jones, general manager, received a friendly phone call from Walter F. Harris Jr., commercial manager of WFVA Fredericksburg, Va., telling him how well the station was coming in there, about 60 miles from Washington.

"And I was wondering," said Mr. Harris, "would you object to our station's telling listeners that they can hear the play-off games and the World Series over WOL?"

"Naturally," the pleased Mr. Jones told BROADCASTING, "there were absolutely no objections. We thought it was a very gracious and friendly gesture—and a real public service."

After Mr. Jones gave Mr. Harris the complete schedule, WFVA made several announcements telling its listeners when to tune in to WOL for the games.

And WFVA is an ABC affiliate.

WWBZ Vineland, N. J. Starts Broadcasting

WWBZ Vineland, N. J., owned and operated by Community Broadcasting Service Inc., went on the air Oct. 7, operating on 1360 kc with 1000 w daytime.

The station is owned by 15 local stockholders. Joseph M. Bullock of the Bullock Chevrolet Co. is president; A. Harry Zoog of A. Harry Zoog Assoc., vice president, and J. M. (Dick) Whitman, secretary-treasurer and managing director. Mr. Whitman was formerly CBS presidential broadcast engineer at WTOP Washington. Mr. Zoog is commercial manager. T. D. Hobart III, formerly of Naval Research Labs., is chief engineer, and Ken Davidson, formerly of WINX Washington, program director. Studios are at 633 Wood St., Vineland, and the Collins transmitter with 200-foot Lingo vertical radiator is situated at Brotmanville, N. J.

our ratings have roots . . .

Funny thing about radio. You can have a program that builds jumbo ratings in every corner of a big market—but retail dealers still won't give your product the enthusiastic push it needs.

WMMN puts extra roots on its ratings with a sure-fire merchandising service that breaks ice all over this rich Monongahela Valley we serve. WMMN's market-wise merchandising man visits 150 grocers, 90 druggists at least once every three months. He whips up their enthusiasm for your product and the WMMN advertising that can move it off their shelves. Then he makes full reports and recommendations to you.

You get *more* with WMMN. Air popularity *plus* dealer popularity is a combination that rings a lot of cash register bells around here.

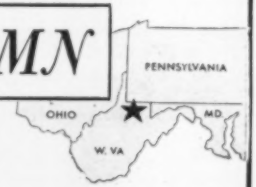
WMMN

Fairmont, W. Va.

At the Corner of Four States

Ask a Blair Man

CBS—5,000 Watts



A FORT INDUSTRY STATION

ALL NORTHERN VERMONT

CHAMPLAIN VALLEY

BURLINGTON HAS THE ONLY

WCAX

STATION IN VERMONT

1000 WATTS • FULL TIME

WHAT! FIRST AGAIN?

Yes . . . more and more Pittsburghers are relying upon KQV.

RESULTS OF SURVEY

SEPTEMBER 27, 1946

Pittsburgh, Pennsylvania had been threatened with an electrical power strike since early September this year. Finally, the strike materialized September 24.

During the first crisis, an independent research organization* asked a representative group of Pittsburgh business men and housewives selected at random, "*Which Pittsburgh Station, in your opinion, gave you the best service during the power strike emergencies*"? Their answers at that time showed KQV to be topped only by 50kw KDKA and housewives named KQV first.

The current survey, made by the same unbiased researchers *during* the power strike, disclosed even more startling information in answer to the same question, when phrased in the present tense.

Here are the facts:

BUSINESS MEN AND HOUSEWIVES

646 . . . Interviewed	185 . . . No Opinion	461 . . . Opinions
KQV 50.5%	Station W 18.9%	Station Y 7.8%
	Station X 18.2%	Station Z 4.6%

BUSINESS MEN ONLY

351 . . . Interviewed	125 . . . No Opinion	226 . . . Opinions
KQV 55.2%	Station X 17.3%	Station Y 8.0%
	Station W 16.8%	Station Z 2.7%

HOUSEWIVES ONLY

295 . . . Interviewed	60 . . . No Opinion	235 . . . Opinions
KQV 46.0%	Station W 20.9%	Station Y 7.6%
	Station X 19.1%	Station Z 6.4%

This response from typical Pittsburghers adds much to the mountain of evidence that people are relying on KQV *first!*

Sullivan-Rayhawk, Pittsburgh, Pa.

This rating was established with a 1,000 watt signal.

KQV will soon operate on 5 times that power . . .

ready to deliver 5 times the audience!

The way to SELL 'EM is to TELL 'EM

USE KQV . . . "PITTSBURGH'S AGGRESSIVE RADIO STATION"

Basic Mutual Network . . . National Reps: WEED & CO.

SOON
The Voice of
WLAW
will blanket
ALL
New England
bringing greater listener enjoyment to more than 3 million people
WITH 50,000 WATTS
ON 680 KILOCYCLES
NATIONAL REPRESENTATIVES:
WEED & CO.

Service to Church

DESPITE the fact that Rev. O. H. Lovell, pastor of the Church of God, Oklahoma City, was flat on his back with a broken hip, he still preached his sermon to the congregation. WKY piped the sermon from his bedside to loudspeakers in the church sanctuary. In addition, sermon and choir were broadcast in WKY's regular rotation of church service broadcasts.

KALE Tower Approved

FINAL approval of Civil Aeronautics Administration for KALE Seattle to erect a 437½ foot FM tower and antenna on Mt. Scott has been granted, and construction will start at once, according to Charles E. Couche, general manager of the station. Plans call for transmitter building on Mt. Scott to house both FM and AM.

WFLM to NBC

WFLM Flint, Mich., on or about Jan. 1, 1947, will become affiliated with NBC as a basic supplementary outlet and the network's 163d affiliate. Station is owned by the Central Broadcasting Co., assigned 1 kw daytime on 600 kc.

1945
1946
AND Again FOR
1947
100% RENEWALS
OF ALL
VANCOUVER & NEW WESTMINSTER LOCAL ACCOUNTS.
WHEN LOCAL ADVERTISERS CONSISTENTLY USE A STATION
IT IS BECAUSE THAT STATION "PAYS OFF" IN RESULTS
CKNW Local Advertisers are satisfied . that is why they—all of them—have renewed their 52-week contracts for the third consecutive year
NATIONAL ADVERTISERS CAN EXPECT THE SAME RESULTS
CKNW
NEW WESTMINSTER B.C.
COMPLETE
DAY & NIGHT COVERAGE
GREATER VANCOUVER AND NEW WESTMINSTER TRADING AREAS

NEW KWWB NOW ON AIR FULLTIME

KWWB Walla Walla, Wash., was slated to go on the air last week, operating fulltime on 1490 kc with 250 w. A. W. (Art) Lindsay, in West Coast radio since 1926, is manager.

The station, authorized by FCC last April, is licensed to Walla Walla Broadcasting Co. John W. Kendall of the Portland, Ore., law firm of Black, Johnson & Kendall, formerly with the Washington firm of Fisher & Wayland, owns 60% and is president. Harold Singleton, KGW Portland chief engineer and a consulting engineer in the Northwest, owns 40%.

President Kendall pointed out that Mr. Singleton has designed an FM antenna and mounted it atop the AM radiator, to be "ready for FM when it arrives in the Walla Walla area." The FM unit will be manufactured and sold in that area by Cyl-ray Antenna Corp.

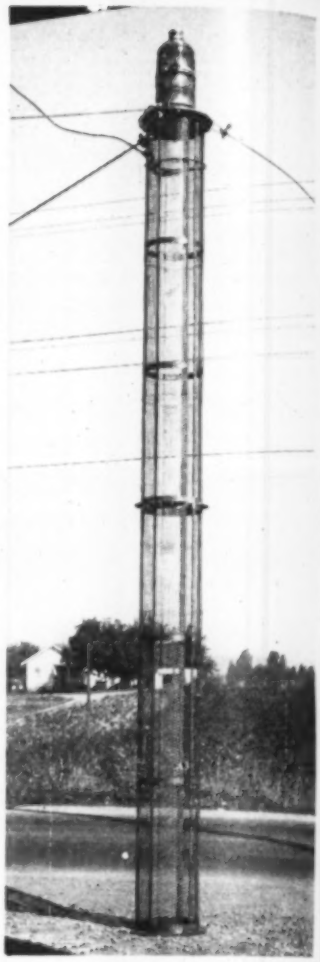
In addition to Manager Lindsay, who has been engaged in programming and sales work in Aberdeen, Wash., for the last 10 years, the staff includes: John L. Kelley, chief engineer; William A. Bennington, program manager; Kenneth K. Williams, commercial manager; Ronald Wright, technician-announcer; Thelma Bennington, traffic department and library; Harry Thompson, time salesman; Alice Kelly, receptionist-bookkeeper.

Not now affiliated with a network, KWWB plans to stress programs of local interest, has its own city news reporters, and has arranged to broadcast local high school and Whitman College football games. New Western Electric equipment has been installed. Standard Radio transcriptions and recordings will be used.

Firm Honors Two

TWO Westinghouse executives have been presented the firm's highest employe award, the Order of Merit. Honored were Walter E. Benoit, vice president of Westinghouse Radio Stations Inc. and assistant to the vice president in charge of all Westinghouse activities in Baltimore and Sunbury, Pa., and Kirk E. Smith, supervisor of contract termination and for the Industrial Electronics and X-Ray Divisions, Baltimore. Mr. Benoit was cited for "his broad knowledge of the administrative problems in radio and related fields" and Mr. Smith for his "superior ability in locating qualified manufacturers to build radio and x-ray equipment needed by the armed forces" to standards established by Westinghouse. Award includes bronze and silver medal, citation and commemorative scroll.

Mr. Benoit



FM antenna tops KWWB AM radiator.

Now Radio Africa

THE NAME of Radio Station Iberica in Tangier, North Africa, has been changed to Radio Africa, it has been announced by Fremantle Overseas Radio Ltd. The commercial station covers Spanish and French Morocco, the International Zone of Tangier, Gibraltar and the tip of the Iberian peninsula.

CHNS
HALIFAX NOVA SCOTIA
IN TWENTY YEARS,
PIONEER TO LEADER;
FROM 1000 WATTS
TO
5000 WATTS—SOON!
JOS. WEED & CO.
350 Madison Ave., New York
Know What We Can Do
ASK HIM

We draw your particular attention to the comprehensive construction services we offer to Broadcasters, from selection of site, through the planning of buildings, the design of studios, the installation of equipment, to the finished station ready for operation.

Raymond M. Wilmotte

As Consulting Engineers we will furnish special or general engineering advice, information, and assistance in connection with the establishment of broadcast stations.

As Engineers and Constructors our services cover every detail of planning and supervision to the extent desired by the client in the construction of complete broadcast stations.

The head of this organization is Raymond M. Wilmotte, nationally known pioneer and consultant in radio. Associated with Mr. Wilmotte are:

Paul A. deMars, one of the foremost engineers and experimenters in radio, and nationally known for his pioneering in FM.

Jackson & Moreland, one of the leading firms in the electrical and construction fields.

We will welcome inquiries and will gladly furnish further details upon request.

RWM

RAYMOND M. WILMOTTE Inc.

CONSULTING ENGINEERS · RADIO & ELECTRONICS

1469 CHURCH STREET, N. W., WASHINGTON 5, D. C.

New York Laboratories: 236 W. 55th Street, New York 19, N. Y.

The only New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to-

WWL NEW ORLEANS

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

GEORGIA'S 1st RADIO INSTITUTE IS NOV. 21

FIRST ANNUAL Georgia Radio Institute will be held at the U. of Georgia Nov. 21-22. The Georgia Assn. of Broadcasters and the university are jointly sponsoring the Institute, to be patterned after the Georgia Press Institute, which has been held annually for the past 19 years.

Committee working out plans for the meetings includes: Wilton E. Cobb, WMAZ Macon; John M. Outler Jr., WSB Atlanta; Jack Williams, WAYX Waycross; Charles Smithgall, president of the Georgia Assn. of Broadcasters; Dwight Bruce, WOTC Savannah; John E. Drewry, dean of the Henry W. Grady School of Journalism.

FTC Charges Foley

MISREPRESENTATION of the effectiveness and safety of Foley's Pain Relief Tablets is charged in a Federal Trade Commission complaint against Foley & Co., Chicago, and its advertising representative, A. M. Salomon, trading as Lauesen & Salomon, Chicago. Complaint charges false and misleading advertising, alleging the tablets "are not a cure or remedy for headaches, neuralgia, neuritis or arthritis!" Respondents have 20 days to answer the complaint. Foley & Co. uses radio as well as other media.

ELECTRONICS AGAIN

Meat Could Be Cooked In Few Seconds

Radarange with side panel removed.

"EXCUSE ME for 47 seconds while I cook the dinner" will be the casual remark of the unruffleable housewife-hostess who owns a new Radarange, displayed last week by Raytheon Mfg. Co., Waltham, Mass.

She need only place the hypothetical steak in a screened receptacle called an "oven," and sound the dinner gong. It's all done by electronics, of couse. The magnetron vacuum tube, which is also the heart of radar, is the key of Radarange. The magnetron occupies the upper part of the cabinet and the power supply, the lower. Entire unit takes up less room than a standard refrigerator.

Stating unequivocally that a full meal can be cooked in less than a minute, Raytheon has timed baking a cake at 29 seconds, and, for purely historical interest, grilled a hamburger in 35 seconds. How the husband is going to get home from work, set the table and mix cocktails in this length of time is still in the laboratory stage. Maybe a magnetron could be installed in him.

ASCAP to Be CISAC Host At First Meeting in U. S.

ASCAP will be host to the Confederation Internationale des Societes d'Auteurs et Compositeurs, the organization composed of leading composers, dramatists and authors representing 27 nations, at its 15th annual meeting to be held at the Library of Congress in Washington Oct. 21-26. This marks first meeting of CISAC since 1938 and first time in history of the confederation that a meeting is to be held in the U. S., it was stated.

The confederation was formed in 1926 to prevent pirating and exploitation of musical and literary works. The organization represents some 100,000 creative artists from 27 nations.

Matters pertaining to the protection of international copyright and the copyright situation between member nations are on agenda.

Store Broadcasting Service Is Formed

STORE Broadcasting Inc., Pennsylvania, has been formed and has taken over from Tele Music Inc., the store broadcasting services installed in the Baltimore Markets, a chain of supermarkets in Philadelphia. The broadcasting service consists of wired music transmitted by telephone lines from a central studio into each Baltimore Market. Commercial spot announcements are delivered at regular intervals to promote the sale of products in the market.

Officers of Store Broadcasting Inc. are: John B. Kelly, chairman of the board; Loren L. Watson, president; Joe Lang, vice president; Paul Harron, treasurer; John Morgan Davis, secretary. The directors are: Messrs. Kelly, Watson, Lang, Herron, Davis and Anthony J. Drexel Biddle.

The company plans to extend nationally either by direct ownership of Store Broadcasting Inc., licensing, or both. Spot Sales Inc., New York, has been appointed as the exclusive sales agency for Store Broadcasting Inc.

Nurse Recruiting

MORE THAN 100 leading radio programs on the four major networks, during the past four months, have been carrying special recruiting messages to ease the nation's nurse shortage. Sponsored by the Advertising Council in cooperation with the Office of War Mobilization and Reconversion, nursing and hospital groups as well as Blue Cross, the campaign has received national and local advertising support valued at several hundred thousand dollars.

CAB Board Meet

BOARD OF DIRECTORS of Canadian Association of Broadcasters meets at Toronto Nov. 4 in first autumn meeting. Among other problems to be discussed is that of music copyright fees for 1947, rate for which are to be filed by Oct. 31 by Composers, Authors and Publishers Association of Canada (CAPAC) and BMI Canada Ltd., with Secretary of States, Ottawa.

First in Birmingham Since 1925

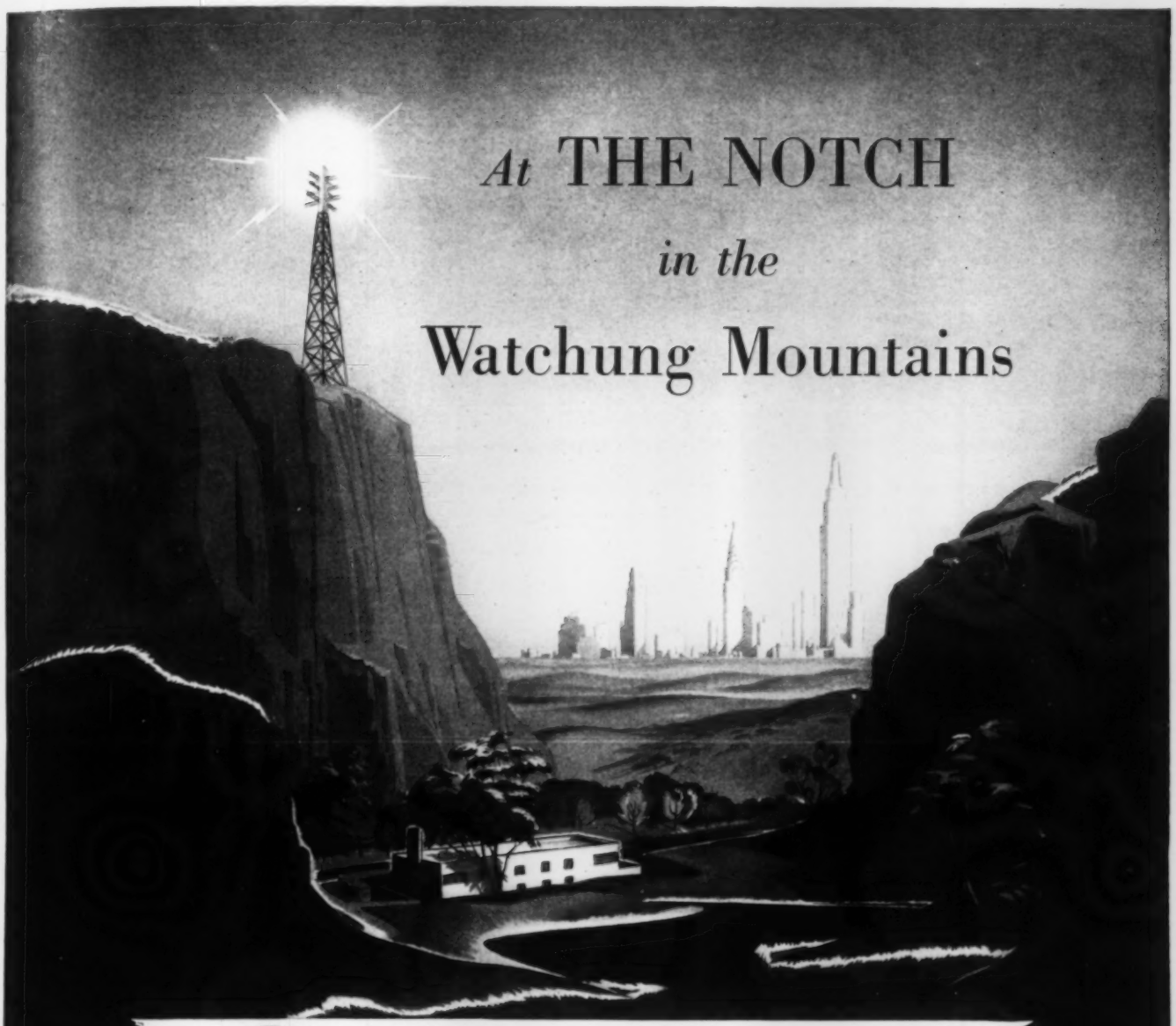
With The Programs Listened To Most!

★ Kaltenborn
★ Bob Hope
★ Fibber McGee & Molly
★ James Melton
★ The Quiz Kids
★ Fred Waring
★ Jack Benny
★ Charlie McCarthy

NBC WBRC BIRMINGHAMS BEST RADIO BUY!

Paul H. Raymer Co., *Representative*

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know select
630 KC. CKRC 5KW. 500W
REPRESENTATIVE - WEED & CO.



Pioneers . . . *More than a century of Professional Experience at your service. Here IMAGINATION guides and INTEGRITY governs.*

PAUL GODLEY CO.

CONSULTING RADIO ENGINEERS

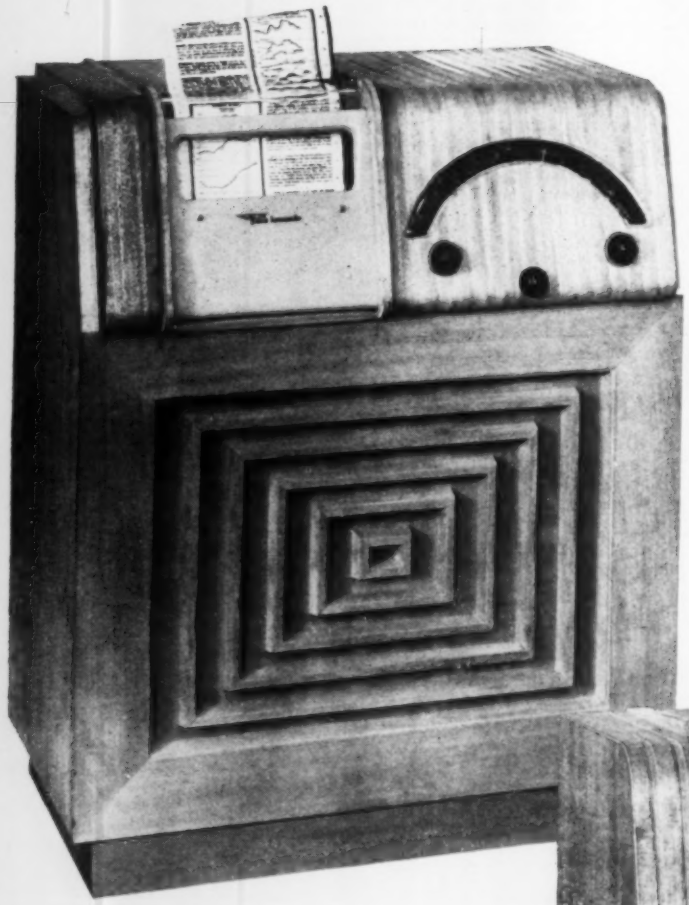
Broadcasting • Electronics • Communications

Laboratory: Great Notch, N. J. Office: Upper Montclair, N. J.

Phone: LITTLE FALLS 4-1000

NEWEST

On Exhibition and in Operation at the Continental Hotel, Chicago Oct. 21st to 24th Incl.



New Finch AM-FM Radio for receiving both sound and facsimile. Console model

New Finch AM-FM Radio for receiving both sound and facsimile. Table model

FINCH TELECOMMUNICATIONS, INC. •

Address all inquiries to Sales Office
10 EAST 40th STREET • NEW YORK 16, N. Y.

FACSIMILE Broadcasting Equipment

finch

Complete Finch Facsimile Broadcast Transmitter and Monitor Control Desk

Makers of Facsimile Broadcast Transmitting Equipment, Facsimile Home Recorders, Facsimile Duplicating Machines, and Finch Rocket Antenna for FM stations.

from
TOWER FOUNDATIONS TO PROGRAM TESTS

Complete construction engineering by GRETHER

GRETHER Radio Electronics offers C. P. holders and established stations alike a unique personalized field engineering service. Often this means solving a station breakdown *overnight*, supplying stop-gap parts with minimum loss of air time.

Grether assumes complete responsibility for complete station construction. Twenty-one years working experience as broadcast technicians and chief engineers are your assurance that a Grether-engineered station means the best engineering coupled with sensible costs.

A discussion is invited.

GRETHER RADIO
ELECTRONICS CORPORATION
Broadcasting Service Engineers
118 Brooke Ave. • Norfolk 10, Va.
Tel. No. 2-6511 • Night, No. 2-4408

MANAGEMENT

R. J. McELROY, with WMT Cedar Rapids, Iowa, for 12 years, has been released from the Army after four years and has been named manager of the Waterloo studios of WMT. He succeeds **L. von LINDER**. Mr. McElroy will continue to handle WMT's sales in Nebraska and western Iowa.

ED YOCUM, manager of KGHL Billings, Mont., has been elected vice president of the Montana Highway Safety Council, on which all Montana radio stations are represented.

EDWARD J. NOBLE, chairman of the board of ABC, will serve as chairman of the communication division in the 1946 campaign of the Visiting Nurse Service of New York to raise $400,000.

HUGH B. TERRY, manager of KLZ Denver, Oct. 6 was principal speaker at inaugural meeting of the South Dakota Association of Broadcasters.

BEN STROUSE, general manager of WWDC Washington, has been appointed to the City Planning Committee of the Washington Board of Trade. He also is on the executive committee of that organization.

RALPH D. KANNA, station manager of WONS Hartford, has been appointed to the Greater Hartford Community Chest Committee.

JACK MURRAY, owner of CFJM Brockville, Ont., is taking over active management of the station, spending half of each week at CFJM and the other half at his production agency at Toronto.

SOL HAAS, chief owner of KIRO Seattle and the new KDSH Boise, Idaho, was in Washington last week after a month in Pureto Rico with Mrs. Haas. He has contracted with CBS for affiliation of KDSH with that network. Starting date, however, is not yet set because of CPA limitations. Free & Peters takes over exclusive national sales representation.

SUCCESS in business—at golf; it's all the same to Carl E. Haymond (1), owner, KMO Tacoma, KIT Yakima, Wash., who with Field Marshall Bernard Montgomery admires trophy Mr. Haymond later won in 17th Annual Totem Pole Tournament at Jasper National Park, Alberta, Can. Though he couldn't remain for finish, Marshall Montgomery telegraphed congratulations to Mr. Haymond, who won BROADCASTING'S trophy at the 1935 NAB Convention. Topping successful event was the return just before the tournament of Mr. Haymond's son, Lt. Carl Haymond, from two years in the South Pacific.

DAVID S. BALLOU, one time manager of KYOS Merced, Calif., and more recently with the Navy Dept., has been appointed Southern California manager of W. S. Grant Co. with headquarters in Los Angeles. He succeeds **JOHNNY JOHNSON**, resigned.

WTMJ-FM Launches FM Educational Campaign

TO COMBAT the hazy conception of FM on the part of radio receiver salesmen, WTMJ-FM Milwaukee has begun a campaign to educate local receiver dealers in FM principles.

A survey recently completed by WTMJ-FM, which boasts of being the first FM station west of the Alleghanies, revealed that present sales methods used by dealers to prospective FM buyers actually discourage interest in FM.

To remedy the situation, WTMJ-FM has inaugurated a series of dinner meetings during which Walter J. Damm, WTMJ president, Russell G. Winnie, general manager, and members of the station engineering staff will explain the technical differences between AM and FM. Pamphlets are distributed.

NE Group's Fund

PROMOTION fund of $4,000 has been raised by Mayflower Group to acquaint the trade with this New England regional, to be sold as a package. Some 20 stations have been signed by Bertha Bannan, Boston representative, to provide supplementary coverage of New England in addition to that now provided by metropolitan outlets. Active in the project [BROADCASTING, July 22] is Monroe B. England, manager of WBRK Pittsfield, Mass., a member of the NAB Small Market Stations Executive Committee. All New England States but Rhode Island are represented, with no overlap in coverage.

ABC CHICAGO WILL OVERHAUL FORMATS

CHICAGO radio may get a badly needed transfusion as a result of a decision by ABC Central Division to revise the format of several of its Chicago originated programs.

Harold Stokes, newly appointed program director for ABC Central Division, has already begun an examination of the network programs and has made several changes.

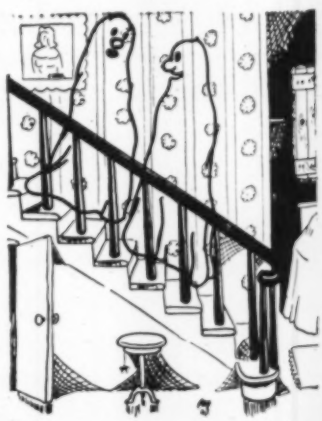
These include *Our Singing Land* (12:30-45 p.m. CST) which will include narrations of stories based on American folk music; *Stringing Along* (12:45-1 p.m. CST) and *At Your Request* (11:30-12 noon CST). Mr. Stokes said the purpose is to provide an opportunity for new talent to be heard, and, to produce saleable programs.

"What I have in mind is to build up a backlog of programs that can be aired on quick notice for fill-ins without resorting to the old standbys of staff orchestras and vocalists," he said.

ABC's *I Deal In Crime*, top Saturday night program, is now sponsored by Hastings Manufacturing (Casite) Hastings, Mich., which cancelled *Right Down Your Alley* Oct. 6. Fifty two week contract was placed through Keeling & Co. agency, Indianapolis, with Gil Berry, ABC Central Division sales manager signing for the network.

To Aid Snowbound

SCHOOL DISTRICT No. 9, Glacier County, Mont., Oct. 10 received FCC permission to use radio in communicating with its schools, which are isolated much of the year by bad roads, heavy snows and lack of telephones. The grant was for seven provisional stations to operate in intermittent service on a temporary basis as a safety and health protection measure. Essential school administration items may also be sent. Frequency is 31.02 mc with power not to exceed 50 w, 3A and special emission for FM (telephony).



"Wish they wouldn't advertise this house on WFDF Flint."

TALK TO THE NATION?

Indade You Can!

In using the station "Most People Listen to Most" you not only talk to Florida's richest and largest market, but also to 2 million annual market-wise visitors from all over the nation!

WIOD MIAMI

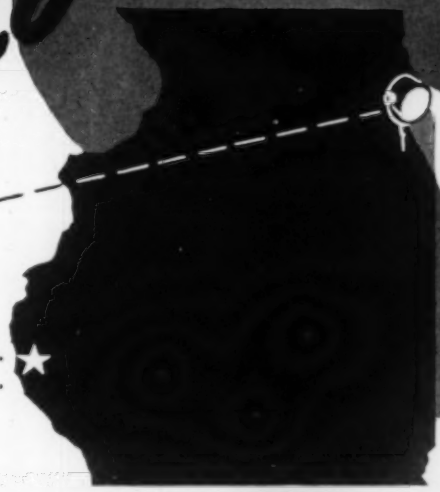
National Representatives
GEORGE P. HOLLINGBERY CO
Southeast Representative
HARRY E CUMMINGS
JAMES M LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

"GATES 'NABs' THE SPOTLIGHT..."

(PALMER HOUSE)

CHICAGO

OCTOBER 21 thru OCTOBER 24

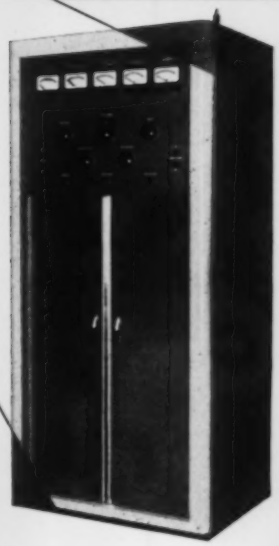


...with these NEW FM UNITS

See them at the CONVENTION...

We invite you to see the two GATES 'WHAT'S NEW' displays at NAB ... the new GATES FM UNITS, Transmitters and other large equipment on the 4th Floor, Exhibition Hall ... and other GATES equipment for every broadcasting need, both inside the Studio and for on-the-spot remote jobs, attractively displayed in Room 838, 8th Floor of the Palmer House. GATES leadership in engineering, design, adaptability and "Know How" is evident in every installation, as you will observe when you inspect these GATES Units—the last word in modern broadcasting equipment. *We'll be seeing you.*

ON 4TH FLOOR EXHIBITION HALL



The Gates Model BF-250A FM TRANSMITTER

This new GATES Unit is carefully designed and engineered for a new efficiency in FM broadcasting. Note these superior features:

(1) Employs direct crystal control, eliminating the necessity of specially designed motors or critically tuned circuits.

(2) Exceeds all requirements of Federal Communications Commission in its characteristics.

(3) All adjustments are simplified.

(4) Higher power easily secured by addition of a 1 KW or a 3 KW Amplifier in a matching cabinet.

(5) Forced air cooling is employed on all power amplifier tubes to secure long life.

(6). Cabinet styled in the modern manner for beauty and showmanship.

SEE IT FOR COMPLETE SPECIFICATIONS

and other GATES INSTALLATIONS for MODERN BROADCASTING

- ★ NEW 250 WATT TRANSMITTER
- ★ NEW SPEECH INPUT EQUIPMENT
- ★ "3 ACES" FOR REMOTE JOBS
- ★ NEW CB-10 TRANSCRIPTION TURNTABLE
- ★ AMPLIFIERS
- ★ MISCELLANEOUS EQUIP.

ROOM 838 8TH FLOOR

WE'LL LOOK FOR YOU... **GATES** *...YOU LOOK FOR US!...*

NEW YORK OFFICE: 9th FLOOR...40 EXCHANGE PLACE

RADIO CO.
QUINCY, ILL.

SOLD IN CANADA BY: CANADIAN MARCONI CO., LTD., MONTREAL

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT...SINCE 1922

NAB Reports

(Continued from page 38)

established a more nearly united front among broadcasters in meeting their common problems and has strengthened our industry organization.

Within the NAB the work of organization is nearing completion. The Board of Directors authorized the appointment of an executive vice president, a general counsel; the establishment of an Employe-Employer Relations Dept. and, at its last meeting, a Program Dept. With the exception of the Program Dept., directors and personnel for all of these new divisions have been selected and the departments have been activated. Indeed, I am happy to be able to report to the membership that for the first time since taking my office, all of the old-line NAB departments and all of the new departments mentioned (with the exception noted above) are now fully staffed.

I am confident that the combined skills and abilities of Vice President Jess Willard, Secretary and Treasurer Bee Arney, and General Counsel Don Petty, working with me with the splendid group of department heads, whom you will meet individually in these pages, constitute an industry team thoroughly capable of carrying the ball on virtually any play you may need to call.

Much of my first year as your president has been spent in getting acquainted with you at the 17 District Meetings and absorbing as many of the intricate, multiple-sided aspects of your industry workings and problems as possible. Your patience and your cooperation have contributed a great deal toward my education in these matters. To the broadcasters in the field, to the special Advisory Committee which so ably assisted me at the beginning of my term of office, and to the Board of Directors, I am deeply indebted for the inspiration and help without which it would have been impossible to carry on.

* * *

GENERAL COUNSEL
John Morgan Davis
Aug. 1, 1945 to Feb. 1, 1946
Don Petty
Feb. 1, 1946 to Aug. 1, 1946

The Industrial Relations program established under the resolutions of the Board of Directors was carefully pursued prior to formation of the Employe-Employer Relations Dept. Information was sought from all stations; received from many and was utilized by our office to supply data to a number of members for the purposes of collective bargaining.

Decisions of various Governmental agencies dealing with industrial relations were carefully analyzed and utilized for the benefit of our members whenever an inquiry was received. Information of general interest was published currently in the weekly Reports of the association.

Whenever a program of wide application was received our office attempted to obtain a favorable ruling from the governmental division involved. Problems of specific interest to a particular broadcasting station were analyzed carefully and a prompt personalized reply was made. Almost three hundred such inquiries were received and answered.

A number of member stations conferred with our office, either in person or by telephone, to obtain our advice on labor negotiating problems which then confronted them. In all such matters we endeavored in every way to help the inquiring member and gave him the benefit of the latest information then in our possession.

We believe the efforts of this department in the industrial relations field during this period of operation, was successful in eliminating a great deal of labor unrest and improved labor relations in a number of radio stations while strengthening the bargaining ability of those members who sought our help.

Our work in the field of general legal matters consisted of advising the association's department heads on the legal aspects of the various problems which were handled by them. These included the revision of the standard form of NAB-AAAA Contract for spot broadcasting; the formation of the Council on Radio Journalism; the application of Section 722 of the Internal Revenue Code to broadcasting stations; the legality of establishing standards for receiving set manufacture; the dissolution of the NAB Bureau of Copyrights; and many others of wide diversification of subject matter.

By direction of the NAB Board, our office took an active part in the legal actions filed in New Mexico to test the validity of a sales tax which that State sought to apply to all radio broadcasting stations in the State. It was a privilege tax on the stations' gross revenue which we believed was unconstitutional.

Among the matters considered by the General Counsel since Feb. 1 are the following:

Relief from excess profits tax under Section 722 of Internal Revenue Act; income tax exemption status of NAB and BMB; legal relationship between NAB and other associations and organizations in which NAB is interested; analysis of NAB Articles of Incorporation and By-Laws; purchase of building, and zoning and Civilian Production Administration matters in connection therewith; New Mexico radio broadcasting gross receipts tax case; Federal Communications Commission transfer rule; FCC FM frequency withholding rule; FCC Blue Book; FCC forms and questionnaires; Inter-American Copyright Convention and proposed treaty; revision of Government copyright catalogs; ASCAP contracts; the Lea Act; Petrillo-industry matters; standard labor contracts; transcription-radio industry problems; Federal Communications Commission transcription rule; NAB-AAAA standard contract; libel and slander in radio; crime programs; television-radio broadcasting problems; anti-trust problems; NAB Standards of Practice; Authority of FCC under the Communications Act and its Rules and Regulations.

Briefs were prepared and filed and oral argument made before the Commission in connection with the transfer rule and the FM withholding rule.

* * *

SECRETARY-TREASURER
C. E. Arney Jr.

The period which has intervened since we last made an "annual report" to the membership has been one of unusual growth in membership and expansion in services and activities on the part of the association. This growth and expansion has brought with

(Continued on page 208)

DIFFICULT?

YES! Because to accomplish this feat, it takes GOOD JUDGMENT, ACCURACY, and PRECISION.

Likewise, all of our clients realize that their successful results obtained are due to the GOOD JUDGMENT, ACCURACY, and PRECISION used by our Engineers.

Whether your Engineering requirements be allocation problems, preparation of Technical reports for the FCC, antenna measurements, Field and Proof of performance measurements, or presentation of material for hearings, you too, can be assured of excellent engineering advice because of the GOOD JUDGMENT, ACCURACY, and PRECISION of our Engineers.

RADIO ENGINEERING COMPANY

Consultants

NORWOOD J. PATTERSON, Owner

1355 MARKET ST. ROOM 1010

SAN FRANCISCO, CALIFORNIA

PHILADELPHIA'S NO. 1 *Independent*

10,000 Watts **WIBG**

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

THE INTERMOUNTAIN NETWORK

UTAH

KALL
Salt Lake City

KLO
Ogden

KOVO
Provo

KVNU
Logan

KOAL
Price

•

IDAHO

KFXD
Boise-Nampa

KVMV
Twin Falls

KID
Idaho Falls

*

Pocatello

•

WYOMING

KVRS
Rock Springs

KWYO
Sheridan

KDFN
Casper

KPOW
Powell

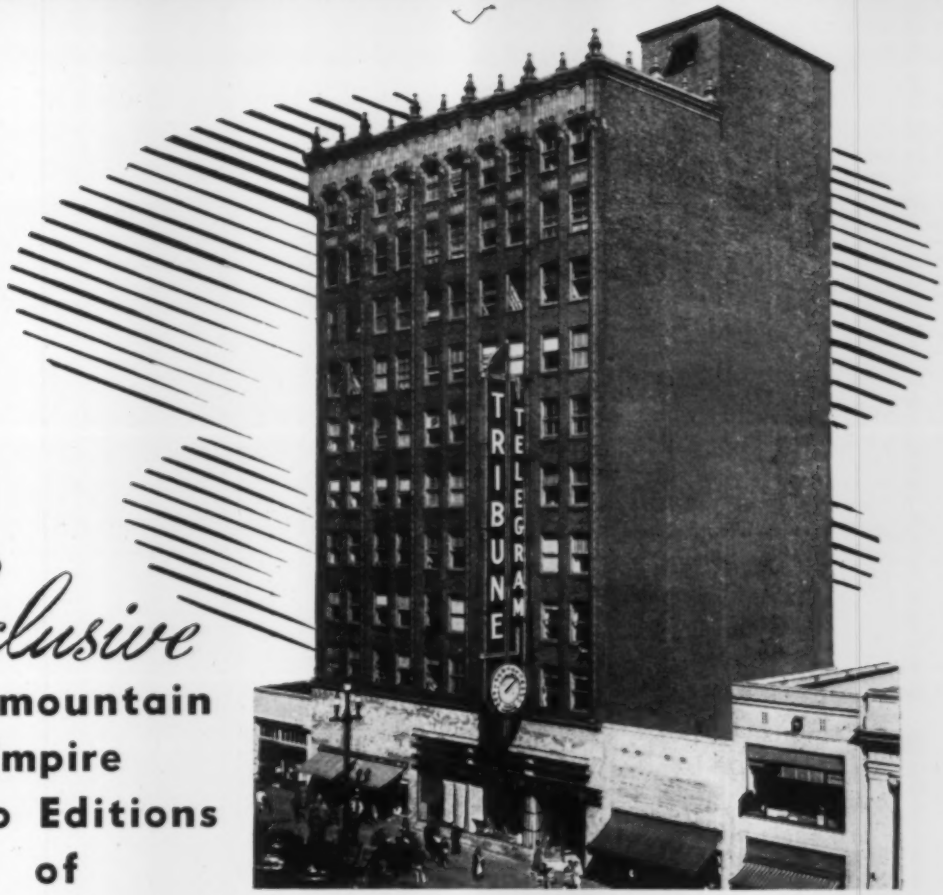
•

MONTANA

KRJF
Miles City

*Under construction

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates



Exclusive

Intermountain Empire Radio Editions of

The Salt Lake Tribune-Telegram . . . in

4 Hard-Hitting Daily Newscasts

Broadcast Over The Intermountain Network

Now the Intermountain Network, the network that serves the BASIC MARKET OF A MILLION in the West, scores a great big "first" in progressive broadcasting.

For the first time in the Intermountain West listeners have complete round-the-clock news directly from the Salt Lake Tribune and Telegram, the Intermountain West's great news center.

Broadcast from a specially constructed radio booth in the Main street window of the two newspapers, four regularly scheduled, complete newscasts, plus 18-hour-a-day bulletin service, will bring four states exclusive complete news.

Behind each newscast is thrown the all-inclusive coverage of the Salt Lake Tribune and Telegram — all the great national and international wire services, the Tribune and Telegram's own Intermountain wire covering six key cities of the market, 127 correspondents in every important community in 51 counties of four states, and the two local staffs of these leading newspapers!

The four Intermountain Empire radio editions of the Tribune and Telegram are delivered daily over the facilities of the Intermountain Network at 7:30 A. M., 1 P. M., 9:30 P. M., and 11 P. M.— **seven days a week!**

Intermountain listeners, you can be sure, will stay tuned to Intermountain for the most complete, most authoritative newscasts ever produced in the Intermountain West.

It's another "first" for the West's most progressive network.

The INTERMOUNTAIN NETWORK

LEWIS H. AVERY, Inc., National Representatives

from
TOWER FOUNDATIONS TO PROGRAM TESTS

Complete construction engineering by GRETHER

GRETHER Radio Electronics offers C. P. holders and established stations alike a unique personalized field engineering service. Often this means solving a station breakdown *overnight*, supplying stop-gap parts with minimum loss of air time.

Grether assumes complete responsibility for complete station construction. Twenty-one years working experience as broadcast technicians and chief engineers are your assurance that a Grether-engineered station means the best engineering coupled with sensible costs.

A discussion is invited.

GRETHER RADIO
ELECTRONICS CORPORATION
Broadcasting Service Engineers
118 Brooke Ave. • Norfolk 10, Va.
Tel. No. 2-6511 • Night, No. 2-4408

IT'S
A FACT!
98,280
Radio Families — in 31 Rich West Texas Counties Served by
KRBC Abilene
KBST Big Spring
KGKL San Angelo
81.3%
of the 118,630 Families in this area have radios.
See
John E. Pearson Co.

COMMERCIAL

WARD INGRAM, with John Blair & Co., Chicago office, has been transferred to New York office of the station representative firm, succeeding **SCHUYLER ENSELL**, who resigned to join the newly-formed Bolling Co., New York. **JOHN W. DAVIS**, formerly with Headley-Reed, Chicago, succeeds Mr. Ingram in Chicago.

HOWARD PARENT, traffic manager of KEX Portland, Ore., has returned to his desk after a six months' illness.

HARRY WHEELER, sales representative of WCOP Boston since 1941, has been appointed local commercial manager.

BILL STEVENS, chief announcer at KLX Oakland, Calif., has taken on new duties as sales representative.

DON STALEY, sales representative of KPO San Francisco, has taken over as advertising manager of Jackson Furniture Co., Oakland, Calif. **LON KING**, assistant traffic supervisor of KPO, has moved into the vacated sales spot.

RIDGWAY C. HUGHES, former acting director of the presentations division of the ABC sales department, has been appointed director of the division. Mr. Hughes joined ABC last February, following his discharge from the Navy, and became acting director of the presentation division last June.

JIM KIRKPATRICK, former program director of CKGB Timmins, Ont., has been transferred to Montreal to the sales division of National Broadcast Sales.

ED KEMBLE, sales service manager of Don Lee Broadcasting System, Hollywood, has taken on added duties as assistant to **JACK STEWART**, Don Lee-W6XAO television program director.

WWNR Beckley, W. Va., new outlet started Aug. 1, has appointed Joseph Hershey McGillvra Inc. as national representative.

AVIS GELDREICH has joined CJOC Lethbridge, Alta., as traffic chief.

KERA, Dallas News FM Debut Ties in With Fair

KERA, Dallas' first FM station, went on the air Oct. 5. Its call letters were chosen to signify a new "era" in radio, according to Martin Campbell, manager of the new station as well as of WFAA, 50,000 w clear channel AM parent of KERA. Both stations are owned by the *Dallas Morning News*.

KERA's debut was keyed to the opening day of Texas' first postwar State Fair, at which an FM exhibit was featured. The station operates on 94.3 mc, channel 232. Its initial strength is 250 w, but it will step up to 12 kw (effective radiated power) when equipment is available, probably around the first of the year. Next summer it is planned for the station to reach final strength, 37 kw (radiated power). KERA is on the air 3-9 p.m. daily. During the football season, the station will sign on at 12:30 p.m. to carry the games.

Radio History

COMPREHENSIVE history of radio broadcasting from its beginning to the present has been written by Robert J. Landry, director of the division of progressive writing of CBS. Titled *This Fascinating Radio Business* (Bobbs-Merrill Co., 343 pp., $3.75), the book is designed for both the layman and the professional radio man. Publication date was Thursday.

LOOKING OVER 10-inch picture tube used in RCA Victor table television sets are: (l to r) FCC Comr. Paul A. Walker, Acting Chairman Charles R. Denny Jr. of the FCC, W. W. Watts, vice president in charge of RCA engineering products; J. B. Elliott, vice president of RCA Victor in charge of home instruments; Commissioners Ewell K. Jett, Ray C. Wakefield and Rosel H. Hyde. The commissioners visited RCA Victor plant at Camden, N. J., also saw Teleran at Princeton.

Political Policy Is Described For CFL's Proposed FM Outlet

BROADCAST TIME, on a sustaining or commercial basis, will be distributed to members of all recognized political faiths, Maurice Lynch, general manager of WCFL, the Chicago Federation of Labor's Chicago outlet, declared before the FCC Oct. 12 during a further hearing on applications for Chicago FM stations.

Record on the hearing for proposed FM stations in Chicago was re-opened by the Commission on a petition by CFL, for the sole purpose of accepting new testimony from the Chicago Federation on the union's future policy concerning WCFL and its proposed FM outlet in regard to treatment of controversial issues.

Mr. Lynch, who also is financial secretary of CFL and a member of the governing board set up for the purpose of supervising the radio activities of the union, presented to FCC Presiding Officer Samuel Miller a resolution adopted by the governing board declaring its future policy to be "in full accord with the orders and decisions of the Commission, including the Mayflower and WHKC" cases.

The WHKC decision was adopted by the Commission in June 1945 when the FCC ruled a statement of policy agreed to by WHKC Columbus and the UAW-CIO, "a fair and non-discriminatory policy." In its statement of policy, WHKC at that time said that each request for time will be determined solely on its individual merits and without discrimination and prejudice against the applicant. The policy also provided for the public discussion of controversial issues on an impartial basis, allowed the broadcast of programs soliciting organization membership, and over-ruling the censorship of scripts.

Under cross-examination by Ernest Goodman, UAW-CIO counsel, Mr. Lynch testified that an application by the CIO or the PAC would be accorded the same treatment as any other request for either commercial or sustaining time. Commercial programs sponsored by the CIO to solicit membership, he added, would be accepted for broadcast.

This statement, it was pointed out, was contradictory to the Federation of Labor's policy as presented previously in the Chicago FM hearing. But Mr. Lynch said that he informed the governing board it would be necessary to "treat the CIO in a different manner" if they were to abide by the Commission rules. Scripts, Mr. Lynch declared, would be inspected by the station's authorities for "truths or falsities." Opining that if a commentator acknowledged an inaccurate statement but insisted on broadcasting it, CFL would allow him to go on the air but would make known to the public the facts of the incident.

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
LEWIS H. AVERY, Inc., Nat'l. Rep.

KALE builds shows for the Oregon Audience!

In the Oregon Country more and more listeners make it a practice to turn to KALE for the best bets in radio entertainment and public service shows. Backed by extensive newspaper and outdoor promotion these Oregon-built shows make their mark in the 271,890 radio homes of KALE'S primary area.

Here are Two
KALE SHOWS
...available now for Your Participation!

NO. 1 PAY DIRT

Radio Farm Service Department and Programs

Under the direction of Burton Hutton, Pay Dirt is the first full time service of its kind established by any Portland radio station. Burton Hutton is a widely recognized authority in Northwest farm circles; and daily gives last minute news of crops, livestock, weather, farm gardens, 4-H, FFA and other farm organizations. Pay Dirt originates from KALE *twice* daily — at 6:30 a.m. and 12:15 p.m. Ask the John Blair man for full details.

NO. 2 RUSH HUGHES

This unusual show is rapidly gaining favor with Oregon's devotees of popular music. Built to meet the demands of Oregon audiences, RUSH HUGHES' method of bringing the inside stories of famous orchestras to the listener attracts an *attentive* audience . . . an audience receptive to your message. The John Blair man will be happy to tell you more.

This is the KALE Market

1. Population.....768,800
2. Radio Homes.....271,890
3. Total Value Farm Products.....$78,184,927
4. Farm Homes.....28,373
5. Retail Sales..$558,485,000
6. Food Sales..$141,488,000
7. Drug Sales...$20,551,000
8. Per Capita Effective Buying Income.....$1,540.74

KALE
IT'S MUTUAL

PORTLAND, OREGON

NATIONAL REPRESENTATIVES • JOHN BLAIR & COMPANY

NAB Annual Reports

(Continued from page 204)

it an enlargement of the headquarters staff, the need for a larger building in which to carry on our activities and a resulting increase in our financial outlays.

Membership

During the 15 months covered by this report (July 1, 1945-Sept. 30, 1946) a phenomenal increase in membership has occurred. Several reasons for this may be found. The induction of Judge Justin Miller as president on Oct. 1, 1945, and the favorable reaction to his talks at the 17 district meetings and before outside groups, is one of the prime causes. A second cause may be found in the increase in the number of station licenses. A third cause is the activities of the various departments and their contact with stations and the services which they render. The small markets stations' activity within the Dept. of Broadcast Advertising has resulted in bringing into membership a very large number of this type of station. There is a growing recognition throughout the industry of the need for united and coordinated action.

The personnel turn-over since July 1945 has brought many new faces to the executive, administrative and clerical staff.

New Building

In the fall of 1942 NAB was compelled to seek new headquarters for its operations due to the requisition by the Government of the Normandy Bldg. The building at 1760 N Street containing about 14,000 square feet of usable space was purchased and has served as headquarters. However, the increase in the size of the staff has rendered it totally inadequate. The board took action on this matter at its meeting in January, and in July the purchase of a larger building at 1771 N St., was consummated. This building contains some 24,000 square feet of usable space and will, in the judgment of the association's officers, serve us adequately for many years to come. It is now in process of remodeling to accommodate our needs. It is probable the move will be made some time before the first of the year.

Meetings were held in all 17 NAB districts during the early part of 1946. President Miller, Broadcast Advertising Director Frank Pellegrin, and either A. D. Willard, Jr., executive vice president, or the secretary-treasurer were present at all of these meetings.

Finances

The increase in membership has brought with it a corresponding increase in the income of the association, but likewise it has produced an increase in the outlays. The association is in sound financial condition insofar as current operations are concerned.

The financial statement which is a part of this report sets forth in some detail the income and expenses for the period from July 1, 1945 through Aug. 31, 1946.

NAB BALANCE SHEET

July 1, 1945 and August 31, 1946

	July 1, 1945	*Aug. 31, 19..*
Assets:		
Cash in Bank	$ 97,141.06	$ 79,022.[illegible]
Petty Cash	250.00	250.00
Investments, U. S. Bonds	100,775.00	55,000.00
Deposit, American Airlines	425.00	425.00
Joske Clinical Test	3,742.95	
Broadcast Measurement Bureau	45,757.00	
Dues and Accounts Receivable	17,129.43	9,032.56
Furniture and Fixtures less Reserve	10,340.66	23,158.63
Land	11,000.00	11,000.00
Building less Reserve	22,800.43	27,061.29
New Building "1771 N St."		200,000.00
Postage Inventory	239.17	359.71
	$309,600.70	$405,309.43
Liabilities:		
Surplus	$201,295.89	$341,680.13
War Bonds for Employees	37.50	
Taxes Withheld	2,348.50	
OAB Taxes	189.56	182.47
Excess of Receipts over Expenditures 1/1-6/30/45	105,729.25	
Excess of Receipts over Expenditures 1/1-8/31/46		63,446.83
	$309,600.70	$405,309.43

NAB MEMBERSHIP BY NAB DISTRICTS

District	*June 30, 1945*	*Sept. 27, 1946*
1	38	52
2	40	46
3	40	53
4	61	98
5	59	81
6	48	61
7	39	44
8	25	31
9	34	39
10	42	48
11	26	*30
12	27	32
13	45	55
14	31	41
15	28	38
16	27	39
17	39	45
FM	16	35
Television	2	2
Networks	2	3
Associate	39	206*
Total	708	1,079

*Includes 5 FM-CP.
Excludes 86 AM-CP already included above.

STATEMENT OF INCOME AND EXPENSE

July 1, 1945 to August 31, 1946

Income	
Membership Dues	$679,491.67
Other Income	12,474.35
	$691,966.02
Expenses	
President	$ 91,352.21
Secretary-Treasurer	37,247.98
Broadcast Advertising	54,278.62
Employe-Employer Relations	26,005.25
Engineering	10,274.96
FM	9,038.12
Government Relations	14,577.52
Legal	13,188.50
Special Services	14,679.16
Public Relations	76,680.33
Research	17,066.71
General Administration	194,876.36
Special Budget	37,469.86
Total	$596,735.58
Excess of Income over Expenses July 1, 1945 to August 31, 1946	95,230.44
	$691,966.02

FM DEPT.

Robert T. Bartley

The FM Dept. of NAB was established Nov. 1, 1945, under the direction of an NAB-FM Executive Committee, with the president of FM Broadcasters, Inc., as Chairman, and including three members of the FMBI Board of Directors and three members of the NAB Board of Directors. The Executive Committee is composed of Walter J. Damm (President FMBI), Chairman; John Shepard 3d (FMBI Board); Wayne Coy (FMBI Board); Gordon Gray (FMBI Board); Paul W. Morency (NAB Board); Frank M. Stanton (NAB Board); and Leslie Johnson (NAB Board).

The department was established as a result of negotiations between the NAB Board of Directors and the FMBI Board of Directors looking to the assumption by NAB of the duties previously performed by FM Broadcasters, Inc.

To June 30, 1946, NAB had on two occasions appeared before the FCC and argued in behalf of the grant of additional channels for FM broadcasting so that it might develop in the public interest to its fullest potentialities without the artificial barriers, restraints, and regulations now imposed.

The first of these was on petition of Zenith Radio Corp. for

(Continued on page 212)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

KLUGE ELECTRONICS
1031 N. ALVARADO - LOS ANGELES 26, CALIF

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

RADIO ENGINEERING CO.
Consultants
Installation • Allocation • Field and Antenna Measurements
Norwood J. Patterson, Owner
1355 Market Street Room 1010
San Francisco 3, California
Phone: Market 8173

Complete Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 1129 Vermont Ave., N.W.
Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nestor 9601

J. B. HATFIELD
CONSULTING RADIO ENGINEER
936 35th Ave. Prospect 7860
SEATTLE 22, WASHINGTON

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

COME ON UP!
KNOCK TWICE!
RM. 878
NAB
Convention
Universal
RECORDING CORP.
42nd Flr. 20 N. Wacker
AMB. 2142

IN TELEVISION'S REMOTE "PICKUPS"

...it's the DU MONT Image Orthicon Camera Chain

In the coverage of sports and other special events, the many technical advantages of Du Mont's Image Orthicon Camera Chain give you the greatest operating flexibility and highest video quality, together with trouble-free operation and low maintenance costs. Learn more about Du Mont's Television Broadcasting Equipment. Write or phone for information *today*.

Only Du Mont can give you all these features:

- Maximum portability and ease of assembly, achieved through durable, lightweight construction and simplified "suitcase-type" design.
- The Electronic Viewfinder which shows cameramen how scenes will appear on home receivers, enabling them to meet changing conditions instantly.
- Remote iris control and quick interchange of lenses.
- Manual and automatic lap dissolve.
- Four-channel amplifier which makes it possible to employ four cameras.
- A compact synchronizing generator, only 19½" x 17⅛" x 9¼".

Copyright 1946, Allen B. Du Mont Laboratories, Inc.

DU MONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N.Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY

MARK IT . . Exclusive

KCMJ is the ONLY station serving the famed mountain - and - desert locked PALM SPRINGS resort area with clear night and day reception . . . annually delivering 83,713 listeners with Purchasing POWER equivalent to an audience of 502,278 . . . SIX TIMES the national average per capita wealth!

KCMJ . . . PALM SPRINGS
CBS Affiliate
Represented by W. S. Grant Co.

KCMJ
RADIO OASIS

5000 WATTS
590 KC
NBC
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

AGENCIES

ART RYAN, former account executive of KMPC Hollywood and prior to that with KOIN and KXL Portland, Ore., has been appointed radio director of Steller-Millar-Ebberts, Los Angeles. **REX J. IRVINE**, formerly of Henry H. Sterling Inc., has been appointed production manager of Steller-Millar-Ebberts. **WILLIAM P. LESTTER** has joined agency as account executive. Ex-serviceman, he was account executive of West-Marquis.

KENNETH YOUNG has been named director of the television department of Campbell-Ewald Co., New York, and associate director of radio. Mr. Young was associated with the agency's radio department before joining AAF where he served for four years.

ROBERT M. WATSON, with Ruthrauff & Ryan, New York, as account executive since 1943, has been elected a vice president. Prior to his New York position Mr. Watson was manager of the agency's San Francisco office for three years.

CHARLES HERBERT, Hollywood producer of N. W. Ayer & Son, in New York for two weeks to observe production of MBS "Sound-Off," Army recruiting program which shifts to Hollywood Nov. 28.

PAUL H. LITTLE, Chicago editor of Meat Merchandising and former assistant advertising manager, Continental Casualty Co. and Armour & Co., joins the copy staff of Malcolm-Howard Adv., Chicago.

RUTHRAUFF & RYAN, New York, has moved its accounting department from the agency's headquarters at 405 Lexington Ave., New York, into two floors at 9-11 South William St., New York.

JEANNE McEWEN, former space buyer and account executive at Nachman & Co. and with publicity department of Selznick International Pictures, has joined Seidel Adv., New York, as account executive.

MARY HARRIS, producer of "GE Houseparty" on CBS, has taken on additional duties as Young & Rubicam, Hollywood, story editor.

ED STONES, former advertising department production manager of Helene Curtis Industries, Chicago, has joined Neale Advertising Assoc., Los Angeles, in similar capacity.

LEON S. GOLNICK & Assoc., Baltimore agency, has opened a New York office at Suite 1855, 1440 Broadway. **NORMAN GLADNEY** will manage New York office.

JAMES D. THOMPSON, released after four years as a lieutenant commander in the Navy and former head of the research department of Pouch & Co., has joined Sullivan, Stauffer, Colwell & Bayles, New York, in an executive capacity. **RUDOLPH P. RUEL**, a CPA and formerly with R. H. Macy & Co., has also joined SSC&B as controller.

CLINTON CARPENTER, formerly with The Blow Co., and **JOHN OLNEY**, formerly with Fuller, Smith & Ross, have joined the copy staff of William Esty & Co., New York.

HENRY H. MARSHALL, after service with the British Army as major and previous to that a copywriter with Mather & Crowther, London, has joined the copy department of Cecil & Presbrey, New York.

MALCOLM MacPHERSON, formerly with Benjamin Eshelman Agency, Philadelphia, has been named account executive in Baltimore office of Justin Funkhouser & Assoc.

GE Report

GENERAL ELECTRIC Co., Schenectady, orders for the first nine months of this year amounted to $656,563,000, compared with $660,846,000 for the same period last year, according to Charles E. Wilson, president. Figures include the sales value of such products as appliances, lamps, etc., actually shipped to customers during the period reported on. "Cancellations of orders booked during the current year to date have totalled only about $6,000,000," Mr. Wilson said.

Finch facsimile receiver.

Finch

(*Continued from page 44*)

those who are first in the field.

The FCC permits facsimile broadcasting over any FM station desiring to provide this service. For the time being, it is authorized during such hours of the day as are not utilized for sound programs. With FM stations increasing their audiences daily, they are now able to broadcast facsimile without conflicting with their present limited hours of sound operation. Eventually—that is, within a year or so—we expect that simultaneous broadcasting of sound and facsimile by the same station may become standard. This is already being done experimentally but its commercial use by broadcasting stations has been delayed pending additional technical refinements which soon should be available.

Present trends in the radio industry indicate early production in quantity of facsimile receivers for home use. These will be manufactured both as separate facsimile units for use with existing FM radios and as combination sets, including both FM sound radio and a facsimile unit. These will be available to the public through regular radio outlets. It is also interesting that plans exist in some localities for the distribution of facsimile receivers on a rental basis by various organizations interested in sponsoring facsimile.

Facsimile Pattern

It is difficult to foresee any major changes in the newspaper publishing field in the near future as a result of the introduction of facsimile broadcasting. As implied, we anticipate that facsimile will supplement rather than supplant newspapers.

Our rather limited prewar experience and present trends indicate that a facsimile broadcasting operation follows a pattern somewhat as follows. The initial broadcasts from a facsimile broadcasting station will be confined almost entirely to news and pictures illustrating the news, which they find themselves able to put on the air almost as quickly as sound stations.

As the station personnel gains experience, news programs are supplemented by cartoons, comics, box-scores and most of the features found in newspapers, including that all-important item of illustrated advertising. In addition, they find themselves able to publicize their sound program operations by placing in the hands of their audience such material as advance broadcast schedules, programs for musical broadcasts and interesting supplements for the ladies, such as recipes, patterns and style notes.

With the advent of simultaneous broadcasting of facsimile and sound, programs can be coordinated to maintain a mutual interest in both facsimile and sound. This has the added advantage of enabling the station to broadcast important announcements on either of its two services without interrupting the other.

While none of this information will permit us to draw a definite conclusion as to the problem facsimile presents to the newspaper industry, it should give publishers some idea of its possibilities. The ultimate answer will depend on developments. The only obvious answer is that facsimile is here and that in any consideration in the field of news distribution facsimile must be included.

We believe, however, that most of the promotion and development of facsimile broadcasting will be done by newspaper publishers. They are best qualified since they have the best facilities available and no doubt many foresighted publishers will join in fostering its growth to the mutual benefit of both the general public and themselves.

WSM Is Host

WSM Nashville was host Oct. 10-11 to 150 agricultural agency representatives registered for special radio school sessions on those days. Working in conjunction with the U. of Tennessee and the U. S. Department of Agriculture, WSM staff members conducted concentrated course in farm broadcasting. John A. McDonald, WSM farm director, was in charge of arrangements for the station.

I spend $200,000,000 every year, and* **WRRF** *is my buying guide*

*1945 Retail Sales Volume in Eastern North Carolina was $200,000,000

SOON 5000 WATTS

In Eastern North Carolina, the territory covered by WRRF located in Washington, N. C., there are 76,194 radio homes distributed among the 600,000 population. For sales results in North Carolina use WRRF.

930 KC - 1000 Watts
WRRF
Washington, N. C.

ABC Network
•
Tar Heel Broadcasting System, Inc.
•
Natl. Representatives
Forjoe & Co., New York, Chicago, Los Angeles

THE FUTURE OF AMERICAN BROADCASTING DEPENDS UPON THE UNTRAMMELED DEVELOPMENT OF FM

Properly Allocated With Adequate Spectrum Space and Free of Unnecessary Restrictions FM Possesses the Following Remarkable Advantages Over AM

1. FM can deliver larger coverage areas from single transmitters than can be obtained from any of the existing AM stations except a small percentage fortunate enough to enjoy unusually favorable assignments. (It is not true that FM Coverage is limited to line-of-sight.)
2. FM offers the opportunity to cover areas of any size on an economical basis by the use of automatic interconnection.
3. FM stations enjoy the same coverage areas at night as in the daytime.
4. FM provides high grade reception free of noise and interference throughout the areas served, thereby for the first time offering the opportunity for truly high fidelity reception to large numbers of listeners.
5. **FM can provide a truly American system of broadcasting in which competition will be between programs for listeners and not between broadcasters for facilities.**

JANSKY & BAILEY ENGINEERING SERVICE IN FM IS BASED UPON EXTENSIVE STUDY OF THE ART CARRIED ON SINCE 1937 THROUGH LABORATORY AND FIELD RESEARCH AND EXPERIMENTAL FM STATION OPERATION.

JANSKY & BAILEY

Consulting Radio Engineers

EXECUTIVE OFFICES **NATIONAL PRESS BUILDING** **WASHINGTON 4, D. C.**

ISN'T it only natural when you find . . .
1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and whose 38,000 * folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—

. . . isn't it only natural to find really responsive coverage—people who buy? This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attests Bermuda's interest in your product. Write or wire Cole E. Wylie, Mgr.

* Including Kindley Field and U. S. Naval Base.

Only ZBM 250 WATTS Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR (United States) HORACE STOVIN (Canada)

GOING 5000 WATTS

KTFI
TWIN FALLS • IDAHO
WEED & CO., Representatives

NAB ANNUAL REPORTS

(Continued from page 208)

assignment of an additional band of FM frequencies in the 50 mc. range.

Again NAB appeared before the Commission and urged the allocation of additional channels in connection with the Commission's proposal that one out of five channels be reserved for future applicants. The Commission in both cases failed to extend the band.

The department sought and secured the cooperation of the Commission in the numbering of FM channels to provide for expansion of the band in the future without making obsolete the numbering of channels of the FM receivers first distributed.

The department sought from the FCC and has secured authority for stations operating both AM and FM stations to maintain single program logs on a joint basis during the periods of simultaneous operation and to authorize the use of joint call letters for both standard and FM channels.

Relief was sought from the inflexible rule that FM broadcast stations be required to operate three hours before 6:00 p.m. and three hours after 6:00 p.m.

The department has been a clearing house for information for FM licensees, for FM applicants and others interested in FM broadcasting. It has assisted in planning station promotion of FM, has maintained a close scrutiny of and taken appropriate action on all developments which would affect FM.

* * *

DEPT. OF BROADCAST ADVERTISING

Frank E. Pellegrin

As part of the NAB reorganization plan the Dept. of Broadcast Advertising was enlarged late in 1945 to include three new sections: Small Market Stations, Sales Promotion, and Retail Radio Advertising, with an assistant director in charge of each. Personnel of the department was increased from four to eight people.

Lewis H. Avery, director of the department since July, 1942, resigned in September, 1945, to become president of the national radio sales representation firm bearing his name. Frank E. Pellegrin, who left the post in 1942 to enter the Army, returned as director.

J. Allen Brown, formerly general manager of WFOY St. Augustine, Fla., was appointed assistant director in charge of the small market stations section. Hugh M. Higgins, former NBC sales promotion director in Washington, was named assistant director in charge of sales promotion. Lee Hart, former radio director for Joske's of Texas, was appointed assistant director in charge of the retail radio advertising section.

Activities of the department were coordinated with work of the Sales Managers Executive Committee, under the leadership of its chairman, James V. McConnell, NBC, New York.

Meetings of the committee were held May 8-10 in San Antonio, in connection with the Joske retail radio advertising study; Sept. 11-12 and Nov. 29-30 in New York City, and June 5-7, 1946, in Washington.

Sales managers' sessions were held at each of the 17 NAB district meetings early in 1946, with the director reporting on current activities and radio sales problems. These meetings were directed by each district sales manager's chairman, appointed by the district director.

Standard Rate Cards

The subcommittee on Standardization of Rate Card Format made an extensive study of current rate cards, and obtained from time buyers a list of recommendations for standardizing the information given thereon "to make it easier to buy radio." A comprehensive report and five model rate cards were distributed at the district meetings. Thereafter the committee continued its work looking towards greater refinement in standardization, with a supplementary report due for release at the 1946 convention.

The subcommittee on Spot Broadcasting adopted a standard definition. It is now seeking a better term for "spot."

The Subcommittee on Audience Measurement, working in cooperation with the Research Dept., undertook a series of studies intended ultimately to lead to establishment of standards for radio audience measurement. It also inquired extensively into the current research methods used by various organizations, and into the problem of disclosing radio measurements to various types of subscribers.

Subcommittee on Revision of the NAB-AAAA Standard Contract for Spot Broadcasting—A year of negotiations with a subcommittee of AAAA Time Buyers' Committee led to a new proposed standard contract form, embodying extensive revisions of the form jointly approved in 1942. The new form was approved by the NAB Board of Directors Aug. 6, 1946; formal action had not yet been taken by the AAAA Board.

Subcommittee on Advertising Agency Recognition Bureau—An extensive study by this subcommittee of advertising agency recognition bureaus now operated by other media, and of the pros and cons for the establishment of such a bureau by the radio industry, led to a report submitted to the NAB membership at the 1946 district meetings.

The NAB Board at its August meeting decided against the establishment of a bureau at this time.

The Subcommittee on Sales Practices was established as a standing subcommittee in 1946 to work towards the elevation of standards in broadcast advertising and in radio sales methods. Its activities encompass such fields as cooperation with the Standards of Practice Committee, higher standards for copy acceptance, a study of station rates and definitions, etc. Currently it is engaged in an industry-wide survey on rate practices, and is evolving a set of recommendations for submission to the industry at the 1946 convention.

Small Market Outlets

The Small Markets Stations section of the department was established to render special service to NAB members with power of less than 5,000 w, in cities of 50,000 population or less. Its work is directed by the Small Market Stations Executive Committee. Assisting this executive committee are the Small Market Stations chairmen in each of the 17 NAB districts.

A cross-section study of salesmen's compensation among small market stations was completed in January; many established stations as well as hundreds of new ones have asked for this specific information.

A series of "Radio Management Studies" was undertaken by Arthur C. Stringer, NAB director of special services, who made on-the-spot surveys of actual operating conditions and practices among 10 selected small market stations in widely separated areas of the nation. The studies are being published in booklet form.

A special session for small market stations was held at all 1946 NAB district meetings.

Per-inquiry and free time problems were referred to this section to handle in keeping with the NAB resolution discouraging this practice. Although several such "deals" have come to light during the year, mostly among the smaller stations, it is apparent that the number is considerably fewer than in pre-war years.

Valuable information on commercial and sustaining religious broadcasting was released to all NAB members. A study was made on the costs of syndicated transcriptions to small market stations.

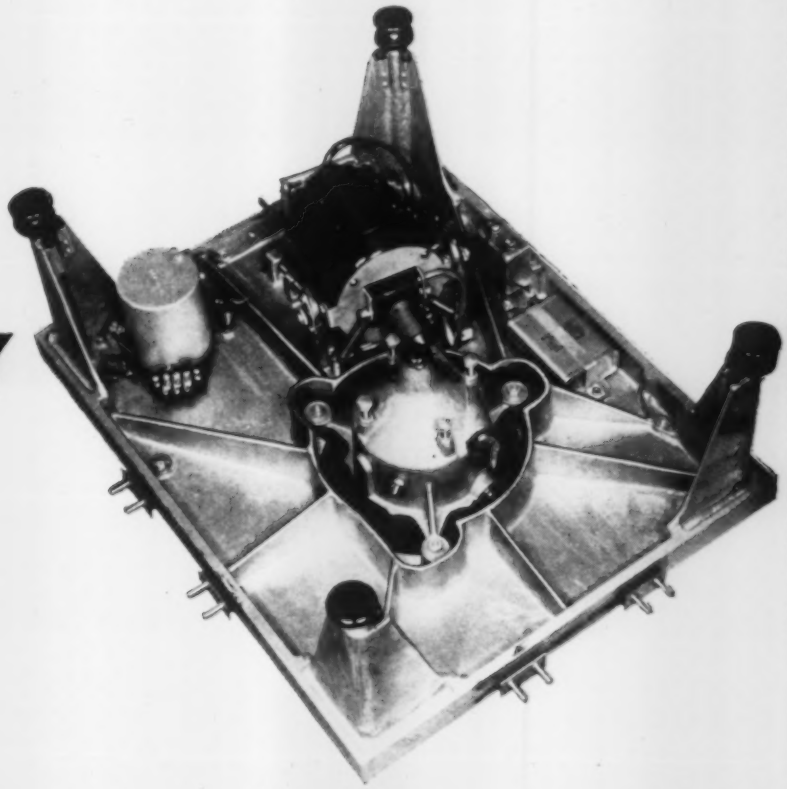
Techniques of "group selling" have been reported. The Small Market Stations Executive Committee has vigorously pursued its work on behalf of the approximately 650 small stations within NAB. The committee has held meetings in April and September in Washington. The committee has continuously kept before the FCC staff the problems of small station operation.

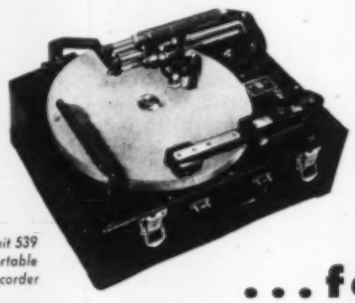
Studies have been made on

(Continued on page 230)

SOUND EQUIPMENT – *precisionized* – mechanically and electronically – *for finer performance*

Console STABILITY





Unit 539 Portable Recorder

...for professional portable recorders!

Once again, Fairchild takes the lead in improved sound equipment design—*for even finer performance*. This time it's the new cast panel and motor mount for the Unit 539 Portable Recorder, shown above.

By replacing the former lightweight panel with a sturdy, ribbed casting with integrally cast legs, Fairchild brings console stability to professional portable recorders. The full weight of the recorder mechanism is supported independently of the trunk. The entire mechanism can be removed as a unit, if desired, and leveled up on its own four legs on a bench for operation or mechanical adjustment.

Here again, Fairchild is thinking ahead in terms of increasingly higher standards of performance for both AM and FM broadcasting and professional recording by adding vibration-free performance to already attained wide dynamic range, minimum distortion content, wide frequency range and split-second timing.

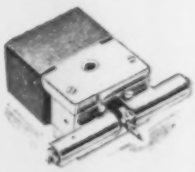
Unit 539 Portable Recorder, mounted in a trunk for portability, is designed to meet and exceed professional specifications for direct lateral recording and reproduction of sound on discs up to 16" at 33.3 rpm and 78 rpm. It is complete with cable and connectors for attachment to Fairchild Units 540 and 295 Amplifier-Equalizers.

Where double turntable or continuous recording and direct playback are required, a second identical Unit 539 Recorder can be connected to a Unit 540 or 295 Amplifier-Equalizer.

★ ★ ★

FOR IMPROVED PERFORMANCE—Earlier FAIRCHILD portable models and many other types of recorder-playbacks will give vastly improved performance if equipped with an improved pickup and cutterhead.

UNIT 542 LATERAL DYNAMIC PICKUP, which is standard equipment on the improved Unit 539 Portable Recorder, gives a uniform frequency-response and distortion-free playback quality throughout a range of 30 to 10,000 cycles. The 3 ounce cartridge, mounted on a 2 point suspension in the pickup head, is the only vertically moving mass, thereby affording a near-uniform 'floating' stylus pressure of 25 grams – even under unfavorable playing conditions. And pliant suspension material provides the vertical compliance needed by the stylus to track lateral records accurately.



UNIT 541 MAGNETIC CUTTERHEAD offers a performance that exceeds its specifications of flat frequency response within ± 2 db from 30 to 8,000 cycles. Freedom from distortion is measured at less than 1% when a 400-cycle note is recorded at a level of + 20 db (reference .006 watt) to produce a stylus velocity of 2.5 inches per second. This is due to unusually long cushion blocks and exceptionally fine mechanical design.

For additional information address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

SOUND EQUIPMENT

Fairchild **CAMERA AND INSTRUMENT CORPORATION**

1926 to 1946
20 YEARS SERVING PUBLIC INTEREST in COLORADO
KFXJ
Rex Howell, President
M.B.S. 920 K.C.

"GATEWAY TO THE RICH TENNESSEE VALLEY"
50,000 WATTS
CBS
WLAC NASHVILLE
REPRESENTED BY PAUL H. RAYMER CO.

Excess Insurance Covering
LIBEL and SLANDER
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

M.D.
"THE DOCTOR ON THE AIR"
★ Program spots, interviews
★ 5 and 15 minute features
★ Live or transcribed
FREDERIC DAMRAU, M.D.
247 Park Ave., New York, N. Y.
Wickersham 2-3638

PROMOTION

JOHN P. MEAGHER, publicity writer of WGN Chicago, has resigned to join KYW Philadelphia as publicity director. MARILYN JAYNE, former secretary to PAUL C. BRINES, has been transferred to WGN press department.

MARY ANN McNERNEY is now director of promotion and publicity at KHMO Hannibal, Mo.

RALPH TAYLOR, CBS Western Division sales promotion manager, in New York attending annual meeting of network-owned stations' promotion managers, remains in that city for conferences until mid-November.

LOUISE KERRIGAN, former New York Times reporter, and DOROTHY O'KEEFE, formerly with the Central Savings Bank, New York, have joined the WQXR New York publicity department. Mrs. Kerrigan is assistant to PAT HURLEY, publicity director of the station.

LEE HARRIS, student at the Northwestern U.-NBC summer institute and pre-war freelancer, has been named to news and promotion staff of KICD Spencer, Iowa.

ARTHUR T. BRUSH, advertising director at WFEA Manchester, N. H., has resigned to become advertising and business manager of new Manchester newspaper, New Hampshire Sunday News.

OWEN J. REMINGTON, promotion and public relations director at WNOX Knoxville, Tenn., has been appointed an instructor in public relations at AAF Special Staff School near Selma, Ala.

SUMNER FELLMAN, publicity director of WKXL Concord, N. H., also has been named to handle promotion, with JUNE VESTAL as assistant.

Slogan in Balloons

CLIMAXING a local promotion campaign for its fall network shows, WTOP Washington sent the network slogan "The Biggest Show in Town" soaring sky-high from downtown Washington with gas-filled balloons. George Taylor, WTOP promotion director, devised the stunt in which WTOP girls gave away 1,000 balloons to children leaving a movie. Many of them got away and floated upward.

KMYR Record Promotion.

KMYR Denver has placed in all leading record and music stores in Denver, 2x4-ft. signs listing the top records as compiled and featured by "Courtney's Campus Club" on KMYR Monday nights. Results of Denver Hit Parade will be posted weekly on the signs.

School Series Folder

FOLDER announcing New York public school broadcast series on forest conservation, "Bill Scott, Forest Ranger," has been distributed in that area. Weekly program is being aired each Monday afternoon on WNYC and WNYE New York. Series is presented in cooperation with U. S. Department of Agriculture.

Popularity Story

STORY of how a textile mill in its area changed plans for an important social affair in order that station's talent group, "WBT Briarhoppers," might appear as scheduled is related in promotion folder distributed by the Charlotte, N. C., station. Piece is appropriately illustrated.

WTMJ Studio Programs

THREE shows being presented at the WTMJ Radio City in Milwaukee, not for broadcast, are open to the public, with ticket demand reported far exceeding the supply. The shows consist of color sound movie, wild life program and football forum.

Calendar Blotter

CALENDAR blotter bearing reproduction of hunting etching titled "A Big Mouthful" by R. H. Palenske has been distributed by WELD Columbus, Ohio, FM outlet, as promotion matter. Copy is themed to picture title, which shows hunting dog retrieving a water fowl.

RCA Victor Campaign

RADIO institutional advertising and promotion campaign is being used by RCA Victor in conjunction with pressing of its billionth phonograph record. Schedule includes consumer, popular and trade publications in addition to broadcast promotion.

CHIMP gets his reward for broadcast on WKY Oklahoma City, during Oklahoma State Fair where station had studio-exhibit and bandstand. Tom Rucker (right), WKY promotion director, put chimpanzee in his act as the crowd howled.

Sponsors Video Booth

WTCN Minneapolis, which just received a television construction permit and hopes to begin broadcasting sight-and-sound programs from an antenna atop the Foshay Tower "within a year," sponsored a television booth at the Home Builders Show held in St. Paul week of Oct. 7. ABC films of special events, televised by various video stations under sponsorship of United States Rubber Co., were shown on a television receiver screen to stimulate video reception for the Twin City public.

Agency News Letter

RESULTS of a national survey to find out what big department stores are "saying today about advertised brands," are presented in promotion piece news letter distributed by Henri Hurst & McDonald, New York, which terms itself "a nationally famous 'brand name' in advertising agency service." Survey showed increasing consumer preference trend for brand products.

Display Contest

CONTEST on display advertising has been conducted by WGKV Charleston, W. Va., as part of promotion and program series depicting advancement of display advertising profession, particularly in retail field. The activity was staged in conjunction with the Charleston Display Guild.

AWD Holds Clinic

ASSN. OF WOMEN Directors week of Oct. 7 held radio clinic at Hartford, Conn., under auspices of the service bureau for women's organizations. Governor and Mrs. Baldwin of Connecticut were guests at the luncheon after which the Mary Margaret McBride program was broadcast from the Sentinel Hill Auditorium. Speaking at both morning and afternoon sessions were: Alma Kitchell, WJZ New York, AWD president; Mildred Bailey, WCOP Boston, AWD vice president; Nell Daugherty, WSTC Stamford, Conn., AWD 1st district chairman; Fay Clark, WBRY Waterbury, Conn., AWD state chairman, and Frances Farmer Wilder, CBS consultant on daytime programs. Dorothy Lewis, NAB coordinator of listener activity, was chairman of the sessions.

Transfer of 71% Stock In WFAA Is Requested

APPLICATION for transfer of 71% interest in A. H. Belo Corp., licensee of WFAA Dallas and owner of the *Dallas Morning News*, from the late George B. Dealey was reported by the FCC last week.

Stock would be held in trust by Edward M. (Ted) Dealey, son of the late broadcaster and publisher, and now president of Belo Corp.; J. M. Moroney, son-in-law of the late Mr. Dealey, who is vice president and secretary, and George Waverly Briggs, vice president of First National Bank of Dallas, who owns 5% of the stock of Belo Corp. but is not an officer. Mr. Dealey, publisher of *Dallas News*, himself owns 5% of Belo Corp. and also votes 11% of the stock for the estate of Mrs. John F. Lubben.

AGENDA IS OUTLINED FOR STEPHENS MEET

RADIO curriculum in colleges will be the theme of the national conference on radio education to be held Oct. 28-30 at Stephens College, Columbia, Mo.

Hale Aarnes, chairman of the Radio Dept., at the college, said the conference is designed to be the first in a series of annual meetings to discuss college radio.

Among contributors to the program will be: George P. Adair, chief engineer, FCC; Eldon Barr, director KWSC Washington State College; Mrs. George V. Denny Jr. Town Hall Inc.; Dean Douglass RCA; Prof. John W. Dunn, director, WNAD, U. of Oklahoma; Mrs. Alma Kitchell, WJZ New York, president of Assn. of Women Directors; Millard Lampell, writer; Mrs. Dorothy Lewis, coordinator of listener activity, NAB.

Prof. Carl Menzer, director WSUI Iowa U.; Clarence Moore, general manager, KOA Denver; Prof. Clarence Morgan, director of radio, Terre Haute (Ind.) State Teachers College; Mrs. Elizabeth Reeves, director of radio and public relations, Knox Reeves Adv. Inc.; A. F. Rekart, chief engineer, KXOK St. Louis; C. L. Thomas, general manager, KXOK; Judith Waller, director of public service, Central Division, NBC; Mrs. Frances Farmer Wilder, consultant of daytime programs, CBS; A. D. Willard Jr., executive vice president, NAB, and Wynn Wright of Wynn Wright Associates.

Equipment Listed

LISTING of used broadcast equipment which is for sale but in the hands of private owners will be carried by Thomas R. Kelley, 4709 N. Spaulding, Chicago, who learned after a search that much equipment is available but hard to find. Mr. Kelley, Army veteran, is senior electronics instructor, Industrial Training Institute, Chicago. Cost of Mr. Kelley's service will be borne by the seller.

★ *who listens to daytime radio?*
MRS. NEW YORKER-AT-HOME!

★ *who plans meals . . . buys food?*
MRS. NEW YORKER-AT-HOME!

★ *who influences male purchasing?*
MRS. NEW YORKER-AT-HOME!

★ *who wants housework time-savers?*
MRS. NEW YORKER-AT-HOME!

★ WHO HAS MRS. NEW YORKER'S EAR?

WLIB ... *Of Course!*

• NEW YORK • 1190 ON YOUR DIAL

REPRESENTED NATIONALLY BY FORJOE & COMPANY

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

THEY EAT IT UP!

—and it's mighty good eatin'—the generous dish of good programming that characterizes this sales-producing station. A great station in a great market—the combination that insures volume sales.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

SERVICE

TWENTY YEARS OF FAITHFUL SERVICE TO AMERICAN AGRICULTURE MAKES WIBW THE MOST-LISTENED-TO-STATION IN KANSAS AND ADJOINING STATES.

WIBW The Voice of Kansas in TOPEKA

PROGRAMS

GIVING the theatre a chance to reply to theatre critics is purpose of new WOR New York program, "Broadway Talks Back," which started Oct. 14 and which is heard Mon. 10-10:30 p.m. Each week the program presents two representatives of the week's most important new play defending their work against two critics from newspapers, trade journals and magazines. Moderated by Barrett H. Clark, executive director of the Dramatists Play Service, the show is recorded from 5:30-6 p.m. each Monday before a studio audience.

KRNT Forum Series

KRNT Des Moines has inaugurated a weekly "Junior Town Meeting" series which follows George V. Denny's ABC network "American Town Meeting of the Air" on Thursday nights. KRNT goes to various Iowa towns to give teenagers a chance to discuss local, national and international affairs. Chuck Miller, program director of the Cowles station, originated program idea and Newsmen Charles McCuen and Russ Van Dyke conduct the 26-week series of audience participation shows.

CKAC Man Hunt

CKAC Montreal has started a "Man-Hunt" program contest to find the name and address of a person living in Quebec province. Prize is to be a Nash 600 automobile, which is to be presented to winner Dec. 21. Six clues daily are given on CKAC, each clue preceded by the sound of a hunting horn. Clues may be given at any time of the day. Contest will be maintained until some listener has identified the mystery man.

CBC Citizens Forum

CITIZENS FORUM broadcasts by CBC started Oct. 8 weekly on the Trans-Canada network. Included in the series is a discussion on who should make the rules of Canadian broadcasting, whether there is too much control, and what is freedom of the air. Other broadcasts in the series will include discussions on atomic energy, immigration, liquor, education, divorce, civil rights, housing, Russia, Germany and industrial relations.

Frauds Exposed

A NEW PUBLIC SERVICE program using local live talent has been added to the schedule of WGL Fort Wayne. The program, "Facts and Frauds," is aired Fri. 4:15 p.m. The scripts, which are based on actual case histories taken from the files of the Fort Wayne Better Business bureau, are under direction of Marge Sheldon, director of civic events for station.

Series From WSM

COAST-TO-COAST NBC musical show, "Signed Beasley Smith," made its debut from WSM Nashville Oct. 11, 11:05 p.m. Program is 25 minutes of music featuring Beasley Smith's band; Evelyn Parker, singer; the Dixie Dons and others, with a guest star each week.

WWDC Airs Sports

WWDC Washington, completing arrangements with Uline Arena, local indoor sports stadium, will air about 100 major sporting events this season, including hockey, professional and collegiate basketball games and Golden Gloves boxing matches. Other sports spectacles also will be carried.

Churches Rotate

WCKY Cincinnati has cancelled its commercial religious broadcasts on Sunday morning and set up a two-hour morning free-time period for all churches on a rotation basis. In another program change the station has extended its block programming schedule, in effect since April, to include Sundays.

Safety Show Continues

WWJ Detroit is continuing its safety among school children program through winter season with weekly quarter-hour show now originating from school auditoriums instead of city playgrounds as during the summer. Each week the child who has contributed most to safety is presented a WWJ gold pin, modeled after a WWJ microphone and bearing theme "First in Safety." Program is recorded, later played back for broadcast. Youth amateur acts and features are presented.

WREN Rally Resumed

LONG an anual feature of the U. of Kansas football homecoming festivities, the WREN Lawrence, Kan., Homecoming Rally, held by KU students in front of the WREN studios and aired by the station, was resumed this year Oct. 19. Street was blocked off and special platform constructed.

Hunting and Fishing Program

THE MISSOURI and Illinois Conservation Commissions are cooperating in a new program of forestry and wildlife activities on KXOK St. Louis. Heard Thursday evenings, program is titled "The Ill-Mo Hunting and Fishing Club," and is conducted by France Laux.

Election Films

A FILM of the elections in Alaska titled "The Forty-Ninth State" was presented on the "NBC Telescope" on WNBT New York Oct. 13. In order to bring to viewers latest films of the Alaskan elections, the Northwest Airlines flew the films to New York for presentation.

Civic Organizations on Air

THREE civic organizations are allowed nine minutes each during "Civic Salute," the 9-9:30 a.m. half-hour of WPIK Alexandria, Va., which took the time from its "Breakfast Time Table." The nine-minute periods are bridged with music.

'Taps' to Library

KXOK St. Louis program, "Taps for J. B.", a special events presentation on the closing of Jefferson Barracks, one of the oldest Army posts in the U. S., has been formally accepted by the Library of Congress. Both script and recording are now in that institution.

CKOC Workshop

CKOC Hamilton, Ont., has started second six months "Drama Workshop" program, aired weekly. Class of 60 Hamilton people has been enrolled for the course and will present plays on the station. Workshop is in charge of Howard Milsom and Marjorie Purvey.

All-Request Show

THREE daily all-request programs are being aired by KGGM Albuquerque, N. M. Two-hour early morning show is entirely Spanish, noon hour program features hillbilly and western music and late afternoon show presents popular music.

Cedar Rapids Workshop

WORKSHOP was conducted by WMT in conjunction with Cedar Rapids Radio Council during second and third weeks of October. Pearl Bennett Broxam, WMT public interest director, and Douglas Grant, program director, were in charge.

Expands Series

WONS Hartford has expanded its religious broadcasts on Sunday to a full hour of church services from 11 a.m.-12 noon. The Center Congregational, St. John's Episcopal and First Presbyterian Churches participate.

Religious Drama

A SERIES of religious plays is being aired Sundays by the CBC on its national network dealing with the life of Jesus Christ and his social teachings. Series started Oct. 6 and will run to April 6.

Campaign Material

IN COOPERATION with the National Community Chest drive, Frederic W. Ziv Co. has produced special spot announcements featuring the Easy Aces for use on the air by firms who sponsor that program. Same procedure was used for all Ziv "Boston Blackie" sponsors.

College Quiz

HUMOROUS quiz show with girls of Winthrop College, Rock Hill, S. C., as subjects has been added by WRHI Rock Hill. Called "Fun In Education," show originates from college auditorium. George Cobb is m. c. Prizes are given to winning program participants.

MBS-CBC Exchange

NEW HALF HOUR program, "Latin-American Serenade," began over MBS Sunday, Oct. 20 as an exchange feature in cooperation with the CBC. Replacing "Serenade for Strings" (10:30-11 p.m. EST), new show is designed to acquaint listeners with countries below the Rio Grande and the Caribbean. Dorothy Alt, CBC featured star, shares the spotlight with Cicho Valle, Cuban singer who plays his own guitar accompaniment.

Workshop Started

NEW RADIO workshop has started at Town Hall, New York, under the direction of Gretta Baker. The eight week course is designed to give the average radio listener a better understanding of the behind-the-scenes mechanics of radio. Radio celebrities such as Paul Whiteman, George Hicks, Paul Lavalle, Harry Hershfield and George V. Denny Jr. will participate in the workshop. Classes are held Mon. 5:30 p.m at Town Hall.

Dance Session

NEW SHOW carried by WPEN Philadelphia, "Mary Jane Jamboree," is designed for dancing teen-agers. Arthur Murray teachers conduct pre-broadcast dance sessions and best of steps receive awards over the program.

Sewing Counsel

WEEKLY sewing lessons have started on CBC Trans-Canada network from CBL Toronto. Hazel Stevenson, home sewing consultant, directs the weekly "Needle Pointers" program.

WCOP Gets Award

IN RECOGNITION of its services to American Legion Blood Donor Committee in 1945-46, WCOP Boston has received a citation from Massachusetts Department of the Legion.

Program for Veterans

CHEX Peterborough, Ont., has started daily program for hospitalized war veterans. All request format, afternoon program is interspersed with recorded interviews with patients.

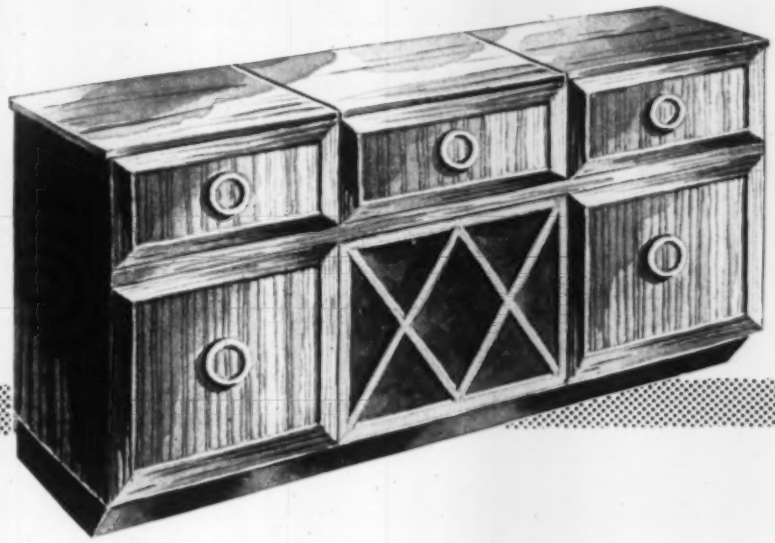
MD. TESTS PLANNED FOR POWERCASTING

TESTS of Powercasting, low-power transmission system using overhead power lines and planned as a noncommercial, municipal service to small communities, will be conducted soon if FCC approval is granted.

Herbert L. Spencer, vice president of Associated Consultants, Baltimore, applied to the Commission Oct. 8 for temporary use of 540 kc with 10 w power to make tests in Maryland. Mr. Spencer has three tests planned (1) at Laurel, Md., to test dual crystal control which automatically keeps the transmission on frequency and obviates need of a first-class operator; (2) at Rockville and Gaithersburg, Md., to determine if nearby towns using common power supply can Powercast independently; and (3) at Westminster, Md., to study propagation characteristics.

Mr. Spencer envisions Powercasting as a service to be set up in towns of 3,000 to 5,000 population which have no broadcast station. He expects the signals to be radiated about 200 yards from the power lines, and to be used primarily as an emergency means of communication by town governments. Local news from newspapers and other local programs may be arranged, he said. If FCC approval is given and the tests are successful, Mr. Spencer's firm will provide and install equipment.

Designed For The Profession . . .



Panacoustic

"Executive"

RADIO-RECORDER

(For office, studio, or home)

America's finest radio-recorder console! The Panacoustic "Executive" contains all the desired features for transcription, recording, and AM or FM radio reception, built in a handsome bleached mahogany cabinet.

Designed by experts in the electronic field, the Panacoustic "Executive" is a complete, self-contained unit, offering AM-FM Radio Reception—Automatic Record Changer—16″ Recorder Transcription Table (dual speed with high quality lateral or universal pickup)—with Broadcast Quality Reproduction Throughout!

For the station manager:
The Panacoustic "Executive" can be installed to give finger-tip-control monitoring of your broadcast or audition studios.

For further information call, wire, or write:

U.S. RECORDING CO.

1121 Vermont Ave. Washington 5, D. C.

Joseph Tait, President

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ
W. H. BEECUE
Memphis ☆ E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

WCKY

the 50,000 watt voice of Cincinnati

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using . . .

WING The Dayton Station

WEED & CO. National Representatives

PRODUCTION

WILLIAM EDWARD ELLWELL has been appointed manager of program operations for WABC New York, succeeding **HENRY UNTERMEYER**. Before joining WABC in May 1945 as a producer-director, he had four years of experience at WKIP Poughkeepsie, N. Y., WCBT Roanoke Rapids, N. C., and WMFF Plattsburg, N. Y., as announcer, musical director and program director.

JOE KELLY, m.c. of the "Quiz Kids" program on NBC, Oct. 20 received a Treasury citation from Secretary of the Treasury John W. Snyder in behalf of the Quiz Kids' war bond sales during the war. Presentation occured during show from Washington. Sponsored by Miles Labs. through Wade Adv., the "Quiz Kids", heard Sun. 4-4:30 p.m., sold $120,000,000 in bonds on their tours during war.

CAYE CHRISTIAN, formerly with the script and continuity department of WIP Philadelphia, has joined the program department of WHN New York, where she will work on production of the "Books on Trial" program. While at WIP Miss Christian wrote and produced "Hate, Inc." which won the Ohio State U. award this year.

E. W. ZIEBARTH, WCCO Minneapolis educational director and production manager, has been appointed education director of the CBS Central Division.

TERRY COLWELL has been named program director of WACE Chicopee, Mass. Mr. Colwell formerly had been announcer at WMAS Springfield, Mass.

FRED MOORE, announcer of KFOX Long Beach, Calif., now holds a private pilot license.

BOB DWAN, NBC producer of "Red Skelton Show," has published a juvenile book, "Why Do I Have to Go to Sleep."

DORA-MARY STAVER of New York has been named women's commentator of WLBR Lebanon, Pa., new 1 kw station which takes the air Nov. 1. She formerly was with WHAZ Troy and WBCA Schenectady, FM station.

DEANE BANTA, newscaster formerly with KGO San Francisco, is new chief announcer at KLX Oakland, Calif.

FRED BECKWITH, announcer and writer at KORE Eugene, Ore., before military service, is now continuity man at KLX.

CLIFF THORSNESS, CBS Hollywood sound effects technician, is the father of a girl.

BILL HAWORTH after two years has returned to Don Lee Broadcasting System, Hollywood, as announcer-producer.

NANCY HOLME, CBS Western Division director of education and public relations, discussed the network's educational series when guest speaker at Teachers Radio Workshop of U. of Southern California, Los Angeles, Oct. 12.

ARCH KEPNER, before Navy service chief announcer at WQXR New York, has returned to the station as continuity editor.

BETTY McCORD, secretary in the office of **I. E. SHOWERMAN**, general manager of NBC Central Division, resigns Oct. 25 to join the program staff of KOA Denver.

CHARLES CALVERT, production manager of KMPC Hollywood, has taken additional duties as station musical director.

HECTOR CHEVIGNY, blind writer of MBS "Coke Club With Morton Downey," is author of "My Eyes Have a Cold Wet Nose," his autobiography.

MARTIN TALL, former announcer at WINX Washington, has joined KROW Oakland, Calif.

BILL MORRALL has joined WCAU Philadelphia to conduct poetry-philosophy period titled "Meditations." He previously had been with WCLS WAAF WIZE WCAR.

MARGARET JONES has been added to the record library staff of WWDC Washington as assistant to **NATALIE TOWLE**, who conducts record show.

BOB HINNERS, formerly of WJW Cleveland, has joined the announcing staff of WHBC Canton, Ohio.

C. G. RENIER, program director of KMPC Hollywood, addressed Bakersfield Kiwanis Club Oct. 14. **JOHN BAIRD**, announcer, spoke Oct. 11 before Associated University Women, Whittier, Calif.

CLAIR WIEDENAAR, formerly with AFRS Hollywood, has joined the ABC Hollywood production staff.

MARGARET MELLOR, clerk at KOA Denver, has been promoted to continuity editor. She succeeds **PAUL MILLEN**, resigned.

MARK LEWIS, formerly of AFRS, has been appointed chief announcer of KLO Ogden, Utah.

RUSSELL O'NEIL, formerly with KSWO Lawton, Okla., and WFOR Hattiesburg, Miss., has joined the announcing staff of FM station KOAD Omaha.

RALPH FENNO, recently of the Marines, has joined the announcing staff of WKXL Concord, N. H., replacing **DON MacWILLIAMS**, who has joined WMTW Portland, Me.

STAN SPIEGLE, conductor of the "Doodlebug" program on KXRO Aberdeen, Wash., for a number of years and in radio for 20 years, has been appointed program director of KXRO.

Mr. Spiegle

FRANK BINGMAN, Hollywood announcer, has been signed to CBS "Joan Davis Show."

BILL HAMPTON, radio and movie writer, has been signed to do adaptations for CBS "This Is Hollywood."

HERB DEBERRY, pianist with Paul Kain, Washington orchestra leader, has been named chief of the music department of WPIK Alexandria, Va. **JOYCE DOUGHERTY** joins station's continuity staff.

KAY ERVINE has joined the continuity staff of CJOC Lethbridge, Alta., replacing **BOYNE JOHNSTON** who has left to attend the U. of Alberta. **HAROLD GIBSON** has joined the CJOC announcing staff.

NORMAN CORWIN, CBS writer-producer, was scheduled to arrive in California yesterday (Oct. 20) and to be back in New York about the first of November from the round-the-world trip given him as winner of the first One World radio award. A series of documentary programs based on his trip will be broadcast on CBS, probably as a weekly series, starting early next year.

REG BEACH, formerly of CJGX Yorkton, Sask., has joined CFJM Brockville, Ont., as production manager. Announcers added to CFJM staff include **GORDON GARRISON**, formerly of CKCR Kitchener, Ont., and **PETE BYRNE**, recently out of the Canadian Army Show.

DR. JAMES ROWLAND ANGELL, NBC public service counselor, will be one of the principal speakers at the UN dinner to be held on Oct. 25 at the Waldorf-Astoria, New York. Dinner will mark first meeting of the UN General Assembly in the U. S.

JAMES TAPP, announcer with CBM Montreal, Canada, Nov. 16 is to marry **MARY MARONEY**, secretary to **EVERETT MITCHELL**, agriculture director of NBC Central Division. Couple will make their home in Canada.

NBC Trains Juniors

AS PART of NBC's overall employe training program, the network on Oct. 8 began a course for training qualified junior NBC employes as announcers. Patrick J. Kelly, supervisor of announcers, auditions applicants who must signify their willingness to become announcers wherever openings may occur if they are graduated from the course. The training program also includes orientation courses for new employes, supervisory sessions and specialized courses.

KY. BROADCASTERS TO MEET NOV. 15-16

TWO-DAY meeting will be held Nov. 15-16 at the Hotel Lafayette, Lexington, Ky., by the Kentucky Broadcasters Assn. Hugh O. Potter, WOMI Owensboro, Ky., association president, will preside.

Meetings will open Friday at noon, with J. Allen Brown, director of the NAB Small Market Stations Division, leading a discussion of small market station operations. Arthur C. Stringer, NAB director of special services, who has directed a nationwide series of State news clinics, will lead a discussion of radio news. Banquet that evening will present William H. Cartwright, manager, Detroit office of Edward Petry & Co., who will discuss "What Radio Research Forgot."

At the Saturday morning meeting Elmer Sulzer, director of public relations, U. of Kentucky, will discuss the college's new Department of Radio Arts. Business session and election of officers will be followed by a luncheon at which the Nunn stations will be hosts. In the afternoon delegates will attend the Kentucky-W. Va. football game.

Other officers of the association are J. E. Willis, Nunn stations, first vice president; Harry McTigue, WINN Louisville, second vice president; Harry Callaway, WHAS Louisville, secretary-treasurer. Members of the Executive Committee are J. Francke Fox, WHLN Harlan; Ken Given, WLBI Bowling Green; F. Ernest Lackey, Hopkinsville.

MORE FM CHANNELS ASKED IN BALTIMORE

ALLOCATION of additional Class B FM channels for Baltimore, to permit grants for all three pending Baltimore applicants, was requested by Tower Realty Co. in a petition filed with FCC.

The petition pointed out that there are now three Baltimore applicants—Tower, Hearst Radio Inc. (WBAL), and Radio Television of Baltimore—but that only one channel is now available. Tower suggested that Channel 237 might be allocated for Baltimore without conflicting with assignments in any other area, and that Channel 241 might be taken from York, Pa., and No. 249 from Harrisburg and still leave enough channels in those areas to grant all existing applications.

Originally, it was noted, nine channels were allocated for the Baltimore area. One of these was later assigned at Annapolis. The petition contended that eight are "inadequate" for a city the size of Baltimore. Six of the eight have been assigned and one is being withheld for a year under the channel reservation plan, leaving one available now.

McNary

and

Wrathall

Consulting Radio Engineers

Washington, D. C.

NAB October 21-25
Grant R. Wrathall
Stevens Hotel

A WORD
TO THE WISE
TO YOU NAB
GUYS
SEE . . . . . .
Harry S. Goodman
Rooms 834-835 at
PALMER HOUSE

The Largest
TRANSCRIPTION
LIBRARY
OF
AMERICAN FOLK
MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

did you say
KSFO
yes — on
5-6-0
Everyone likes music
KSFO
SAN FRANCISCO
represented by
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

WMBD
PEORIA
Met. Peoria
Pop. 200,000
Peoriarea
Pop. 614,200
5000 Watts
CBS Affiliate
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

News

HENRY UNTERMEYER, WABC New York special events director, has been awarded the Bronze Star for meritorious service in connection with military operations against the Japanese. A lieutenant colonel in the Army, attached to the Navy at Okinawa, Mr. Untermeyer made broadcasts there and also set up the broadcast by which General MacArthur accepted the Japanese surrender on the U. S. S. Missouri, Sept. 2.

DON HOLLENBECK, formerly on the WJZ New York news staff, a war correspondent, has joined the CBS news staff and is heard on the Monday-Friday broadcast of the "CBS News Feature," 11:10-11:15 p.m., and beginning Oct. 27 will be heard on the CBS Sunday "Morning News Roundup," 9-9:15 a.m.

CHUCK EARLEY, newsman of KDKA Pittsburgh, is author of article in current Eagle Magazine on Honus Wagner titled "The Flying Dutchman."

MICHAEL GIRAUD, news editor of CKNW New Westminster, B. C., married Arlaine Felske of Vancouver Oct. 9.

ERIC SEVAREID, chief of the Washington CBS news bureau, is on a two-week tour of the crucial election states to get a first-hand report on political trends.

SIDNEY WALTON, WHN New York news director and commentator, has resigned from that post to freelance.

VIVIENNE KLEEN, former INS assistant bureau manager in Omaha, has joined the WDGY Minneapolis news staff.

PAUL LANGFORD, Hollywood freelance announcer released from AAF, has been signed by Associated Oil Co. to air 11-game schedule of Utah U., extending through New Year's Day. Between broadcasts he returns to Hollywood. Home games originate through KALL Salt Lake City and are carried on 14-station Intermountain Network.

Exchange Urged

EXTENSIVE exchange of radio reporters between U. S. and Canada was urged by William K. Jackson, president, U. S. Chamber of Commerce, at annual meeting of Canadian Chamber of Commerce, Winnipeg, Man. Two countries take each other for granted, he said, adding that U. S. knows more about Europe and Asia than Canada because of extensive reporting from those continents.

JOE BOYD and CHARLEY HAASER have joined WONS Hartford news staff. Mr. Boyd was formerly with the Sunday Herald and Mr. Haaser has been in radio for 10 years.

ROY LUCE, graduate of Iowa State U. jornalism and radio school, has joined the newsroom staff at KGNC Amarillo, Tex., replacing JOHN HENKES, resigned.

JOHN BATES, radio director of J. M. Mathes Inc., is in Hollywood. He supervised CBS "Hoagy Carmichael Show" started Oct. 20.

PAT BISHOP, news editor of KFI Los Angeles, and MARY FOSTER, formerly station receptionist, were married Oct. 12 at Catalina Island, Calif.

CBC FM on Air

CANADIAN BROADCASTING Corp. FM transmitter, said to be first outside Montreal, was inaugurated at Toronto Oct. 7. Transmitter is located on Canadian Bank of Commerce Bldg. and operates with call VE9EV on 99.1 mc with 250 w, to be increased later to 3 kw. No 100 mc FM receivers are being manufactured in Canada so that limited listening audience is available for station, which uses programs of CBL and CJBC Toronto. Only other FM transmitter in Toronto is experimental transmitter of CFRB, which has been on the air for some years.

Hogan

(Continued from page 44)

high moisture content. The blackness produced at any point is directly controlled by the picture signal. The copy comes out of the home recorder dry, clear and crisp, without any attention or continuing operation on the part of the home observer.

First Step to Acceptance

The mere availability of a finished technical facility for home facsimile service is, however, only the initial step to public acceptance. Facsimile is potentially a medium that will serve all forms of radio broadcasting, including amplitude modulation, frequency modulation and television. Its inherently supplementary character in no way detracts from its usefulness. This is often lost sight of by broadcasters who obviously cannot see as much entertainment from a piece of radio-printed copy coming out of a recorder as from a first-class sound feature delivered through the loud-speaker.

Every AM broadcaster has had his operation seriously curtailed by being unable to deliver printed and illustrated copy as each program is broadcast. The adequate distribution of advance programs, detailed musical schedules, and data regarding features would certainly enhance radio listenership. Printed programs at concerts or musical entertainment, programs at sporting events identifying the players, with spaces for filling in scores by innings and box scores or for writing in play-by-play diagrams at football games are evidence that printed material is a valuable adjunct to any musical or sports event. Facsimile will bring these facilities to radio.

Video Use, Too

Any one who has attempted to obtain a list of market prices or stock quotations from the loudspeaker knows how much better facsimile communication for that purpose would be. If you have listened to a radio commentator trying to describe something taking place in the Near East, you know how much clearer the whole thing would be to you if your facsimile recorder were supplementing his remarks with a map. The educational lecture has failed as a broadcasting feature primarily because the necessary associated printed matter required in making a lecture effective cannot be delivered into the home. Facsimile now makes all these things possible, thereby opening an entire new prospect for successful educational and information broadcasting.

Television will find facsimile as necessary and desirable a facility as the sound broadcaster. Since the view of the telecaster is a point in the field of view rather than its broad expanse, a televised sporting event will certainly be far more vivid when supplemented with printed information. Facsimile can send high-grade spot news pictures of a televised event which will greatly clarify the fleeting picture which the home television set presents.

Mr. Hogan demonstrates his receiver.

Supplementary facsimile news pages will enable the newspaper publisher to keep his editions in the home up-to-date. He can also offer specialized facsimile pages for specialized groups, delivered by radio at the particular time of the day that they are of the utmost interest.

Facsimile can deliver printed text into the home at a much faster rate than it can be delivered understandably by the human voice. Facsimile of today's standards can deliver printing at the rate of 4,000 words in a fifteen-minute period in a form which can be referred to at any time. If you answer the telephone during a facsimile news broadcast, your facsimile recorder will keep on copying without attention. But you would miss most of an AM newscast under the same circumstances.

Facsimile can solve another of radio's most pressing problems. While it may be heresy to say so, some radio advertising of today can fairly be described as obnoxious. There is certainly foundation for the advertisers' claim that the same copy which causes criticism when delivered by voice is unobjectionable in printed form. If facsimile becomes universal, the constant interruption of entertainment programs by irritating voice announcements will become unnecessary because sponsors' messages can be delivered into the home together with other useful material without arousing the objection of the home listener. Even that speech by company executives which sometimes interrupts AM symphony presentations and dissipates their audiences can be effectively delivered simultaneously by facsimile and is very apt to be read with favorable attention while the music continues.

Brazilian in U. S.

DR. FERNANDO TUDE DE SOUZA, director of the Brazilian National Education Assn., is visiting NBC Chicago to study education by radio, after a visit in Hollywood. His next stop is Washington.

Give Listeners the Music THEY WANT TO HEAR!

ZENITH

REG. U.S. PAT. OFF.

COBRA TONE ARM

opens up the vast record libraries of the greatest orchestras, the finest artists, to broadcasters.

The Cobra gives you tone quality, clarity and freedom from needle noise never before attained from ordinary phonograph records.

Only Zenith has the **COBRA** *Tone Arm*

ZENITH RADIO CORPORATION

6001 West Dickens Ave., Chicago 39, Illinois

ALLIED ARTS

VICTOR E. OLSON, former eastern sales manager of the Meissner Mfg. Division of Maguire Industries, New York, has been appointed sales manager of the receiver sales department of Allen B. Du Mont Labs., New York. Prior to Maguire Industries, Mr. Olson was regional sales manager for the Magnavox Co., Fort Wayne, Ind., and previous to that was sales manager of the E. H. Scott Radio Labs. He organized and managed the radio sales department of W. & J. Sloane, New York, as well as operating his own retail establishments in New York and on the West Coast.

WILLIAM C. LEWIS, former chief of the Stromberg-Carlson Government contract terminations department, has been promoted to assistant sales manager of the company. He will assume many of the duties of the Rochester, N. Y., company's radio, telephone and sound equipment sales executives, thus freeing them for field activities.

HOWARD J. LONDON, radio and movie director of National Foundation for Infantile Paralysis, is on two-week trip to Hollywood to plan 1947 March of Dimes campaign.

FRED R. HAVILAND Jr., former director of market research, Foote, Cone & Belding, Chicago, has joined Stewart, Brown & Assoc., market research and distribution consultant, New York, in consumer research division. **HENRY C. LUDERS,** former senior staff analyst with Booz, Allen & Hamilton, Chicago, has joined the industrial research division of the consultant firm, also in New York.

HARRY E. ERICKSON, former 16 mm regional sales manager for RCA Victor in Chicago, has been appointed assistant manager of the Educational Sales Division of RCA Victor, Camden, N. J. In his new post Mr. Erickson will act as liaison between the educational sales department and the various RCA product departments manufacturing audio-visual equipment for schools.

HUGH L. RUSCH, Central States manager of Public Opinion Index for Industry in Chicago, has been elected vice president of Opinion Research Corp., Princeton, N. J., parent of the Chicago firm.

T. F. WILLIAMS, head of Williams Export Assoc., is traveling to Mexico City and Monterey to arrange for merchandising of Echophone radios in Mexico. Echophone is a division of Hallicrafters Co.

ENGINEERING DIVISION of Press Wireless Mfg. Corp., subsidiary of Press Wireless, New York, is being moved from 38-01 35th Ave., Long Island City, N. Y., to company's factory in Hicksville, L. I., N. Y. Move is being made to expedite production.

ED WEBER, formerly with KOA Denver, has joined Branch 13 of Veterans Administration as assistant chief of the radio division, public relations section. Office covers Colorado, Utah, New Mexico and Wyoming with headquarters in Denver.

W. G. HILLS, managing director of The Electric Institute, Washington, has been elected president of the International Association of Electrical Leagues.

FULTON DENT, former executive vice president, and **DOROTHY GREEN,** ex-editor, of National Radio Records, now head Spot Radio Service, an organization to serve agencies in various phases of spot radio campaigns, located at 1 E. 54th St., New York.

WORTH Assoc. has been formed in New York to engage in sale of station advertising clocks to local merchants. **LESTER JACOBS,** identified with radio promotion, is president; **NAT GARFIELD,** former Army captain, is vice president; and **H. D. NEWIRTH,** likewise an ex-captain, is secretary-treasurer. **HAL SEVILLE,** former manager of stations in Pennsylvania and Maryland, is sales manager.

ALLEN FIELDS, formerly with the New York office of PR Assoc., has resigned to open his own firm, Public Relations and Research Assoc., located at 303 Broadway, New York.

There is no substitute for experience

GLENN D. GILLETT

AND ASSOCIATES

Consulting Radio Engineers

982 NATIONAL PRESS BLDG.

WASHINGTON, D. C.

VIDEO SEEN MEDIUM FOR DISTRIBUTION

"TELEVISION is geared to the postwar era of world-wide distribution," Allen B. Du Mont, president of Allen B. Du Mont Labs., told the Boston Conference on Distribution Oct. 14.

Pointing out that "productive capacity increased tremendously during the war," Mr. Du Mont described television as "a new advertising medium . . . appealing effectively, thoroughly and economically to a buying audience of world-wide proportions in due time."

Foreseeing an international future for television, Mr. Du Mont emphasized that it is the ideal vehicle for reaching distant people speaking other languages. "We must speak to many strange people in a new universal language," he said. "And that language is pictures—the thing itself shown in animated terms—television."

While maintaining that telecasting to the general public will always be show business primarily and advertising secondarily, Mr. Du Mont discussed the commercial importance of intrastore television as a means of advancing distribution.

DIRECT DATA

WSYR Broadcasts to New York Luncheon Group

COL. HARRY C. WILDER, president of WSYR Syracuse, a believer in bringing the mountain to Mohammed, fortnight ago invited advertising and agency executives to a luncheon in New York to hear sales data about WSYR direct from Syracuse.

The sales talk was by closed circuit broadcast.

Bill Rothrum, WSYR program director and m. c. of the show, introduced H. R. Eakins, WSYR newscaster, who spoke from Syracuse about his recent trip to China. Heading the list of civic leaders was Mayor Frank Costello, who spoke from the Syracuse end in the Onondaga Hotel about industries and business prospects in his city. From New York, in the Ambassador's Trianon Room, Mr. Rothrum introduced advertising agency executives to the unseen Syracuse group.

The Finest Name in Transcriptions

TELEWAYS
OF HOLLYWOOD

You'll Want These Shows! They'll Build Audience! Sell Merchandise!

Starring

WARREN WILLIAM

and an All-Star Hollywood Cast Including

Lurene Tuttle, Howard Culver, Will Wright, Carleton Young, Peggy Weber, Perry Ward, John Brown, Dorothy Scott, Hal Sawyer

Stories behind strange wills that run the gamut of human emotion. A half hour series—delightfully entertaining . . .

Suberbly directed by Robert Webster Light.

AMERICA'S FAVORITE SINGING GROUP

with Bob Nolan

Singing the songs all America loves! Folk songs, ballads, westerns, spirituals and barbershop harmony! You're hearing them on the network—you've seen them in over 100 movies—now get this quarter-hour strip for your station.

Starring

MARVIN MILLER

with

WARREN WHITE—Newest Singing Sensation
DEL CASTILLO at the Whispering Hammond
IVAN EPPINOFF & his Romantic Violin

Your call to romance! The relaxing show—produced by Jack Holbrook in ¼ hour strips. MOON DREAMS puts your audience in a buying mood! It will be the bright spot on your program schedule.

★

N. A. B. Convention — Chicago
October 20-24
VISIT OUR DISPLAY AT THE PALMER HOUSE. . SUITE 861

WRITE OR WIRE FOR FREE* AUDITION PLATTERS

*Free for a 30-day period. After which time you will be billed at $2.50 per platter which—upon the return of the platters to Teleways of Hollywood—will be refunded or credited to your account.

TELEWAYS RADIO PRODUCTIONS, INC., OF HOLLYWOOD
8949 SUNSET BOULEVARD, HOLLYWOOD 46, CALIFORNIA

HELPS VETS

KLUF Interview Program Gets Quick Results

THREE out of the four veterans interviewed on KLUF Galveston's first job finding program were hired by telephone after the broadcast.

Entitled *Jobs For GI Joe*, the weekly show is produced in co-operation with the Galveston office of the United States Employment Service, which selects the participants and sends a representative to the studio to take telephone calls coming in during the program. The veterans are interviewed by Bill Cleveland of KLUF staff. On the second broadcast one of the men said he needed an apartment, and was immediately offered one by telephone. Lee Clough, manager of KLUF, said he plans to increase the series to five weekly.

Effect of Meteors on FM Studied by Radar Scope

HOPE for a better understanding of the effect of meteors on FM broadcasting was held out Oct. 9 after radio engineers and a wartime radar set were employed by National Bureau of Standards to accomplish a long-standing goal of astronomers—viewing meteors on a cloudy night.

Reflections from meteors ranging from 60 to 180 miles from the earth were reported "clearly visible" on the scope screens. The radar equipment was of the type used by Col. John H. DeWitt, WSM Nashville chief engineer, when he and Army associates "shot the moon" with radar last winter. FCC set up a monitoring station for use during one night's investigation of the meteors.

TECHNICAL

CLURE H. OWEN, former ABC chief allocations engineer, has been appointed administrative assistant to FRANK MARX, director of ABC general engineering. JOHN G. PRESTON, formerly assistant to Mr. Owens, replaces him as chief allocations engineer. BEN ADLER, chief facilities engineer of ABC's General Engineering Dept. since its organization, resigned Oct. 15 to join Transmitter Equipment Mfg. Co., New York, as vice president in charge of engineering.

RALPH ROBINSON of the engineering staff of WMAS Springfield, Mass., has been appointed chief engineer of The Regional Broadcasting Co. new outlet on 730 kc at Chicopee, Mass., WACE.

CHAS. K. CHRISMON, on engineering staff of WWDC Washington, has been appointed chief engineer of WGAY Silver Spring, Md., new outlet under construction.

JOHN A. ERWIN has been named technical supervisor of KEX Portland, Ore.

MORT NEFF, director of research for the Wirecorder Corp., Detroit, was guest speaker at Institute of Radio Engineers Oct. 18 in Detroit.

CLAUDE MARQUIS, control engineer at WFEA Manchester, N. H., has written his third published song, "Wishing You Were Here Tonight," released Oct. 4 by Radio and Video Music Publishing Co., New York.

VERN HASSETT has been named chief engineer of KSRO Santa Rosa, Calif., after two years as assistant chief engineer. He succeeds HOWARD J. McCAULEY, who resigned to direct his own business interest.

GENERAL ELECTRIC Co., Schenectady, N. Y., tube engineering testing lab., has announced development of a tube trouble shooter to aid in development of new and improved types of industrial electronic equipment, FM, television and microwave transmitting equipment. The size of a 100-kw transmitter new equipment will test water-cooled and forced-air tubes up to rating of 500 kw and is the result of several years of effort in that field. Unit will be capable of reproducing most conditions under which tubes are designed to operate.

AL UTTER, engineer at KFOX Long Beach, Calif., after several weeks of illness, has returned to station.

JACK IRWIN has been named technical supervisor for KEX Portland, Ore. engineering department.

CHARLES COLLEDGE, after service with the armed forces, has returned to NBC television engineering department.

DON V. R. DRENNER, engineer at KGGF Coffeyville, Kan., is the father of a girl, Ann Leora, born Oct. 5.

HERB TAYLOR, released from the armed forces, is now morning control operator at WPIK, Alexandria, Va.

HAROLD L. POWELL, ABC Hollywood technician, after 18 months in the Army returns to the network.

DROVERS ASKS FCC TO HOLD FM GRANT

FCC has been asked by Drovers Journal Co., Chicago FM applicant, to reconsider its conditional FM grant to WJOB Hammond, Ind., which reduced the number of channels available in Chicago by one.

The company claimed in a petition that the grant to WJOB, conditionally authorizing Class B instead of Class A operation [BROADCASTING, Sept. 23], was "an arbitrary selection of one applicant for a particular group of frequencies, without a comparative consideration of the application in competition with other applicants for the same group of frequencies."

The petition asked that WJOB's application be kept pending until the Chicago cases have been decided, or that the application be set for hearing. FCC sources said the WJOB assignment, unless withdrawn, would leave 10 rather than 11 channels now available for the 12 applicants in Chicago (the Sept. 3 allocation plan, revising the original designations, had added two for Chicago, making 11 instead of nine then available there).

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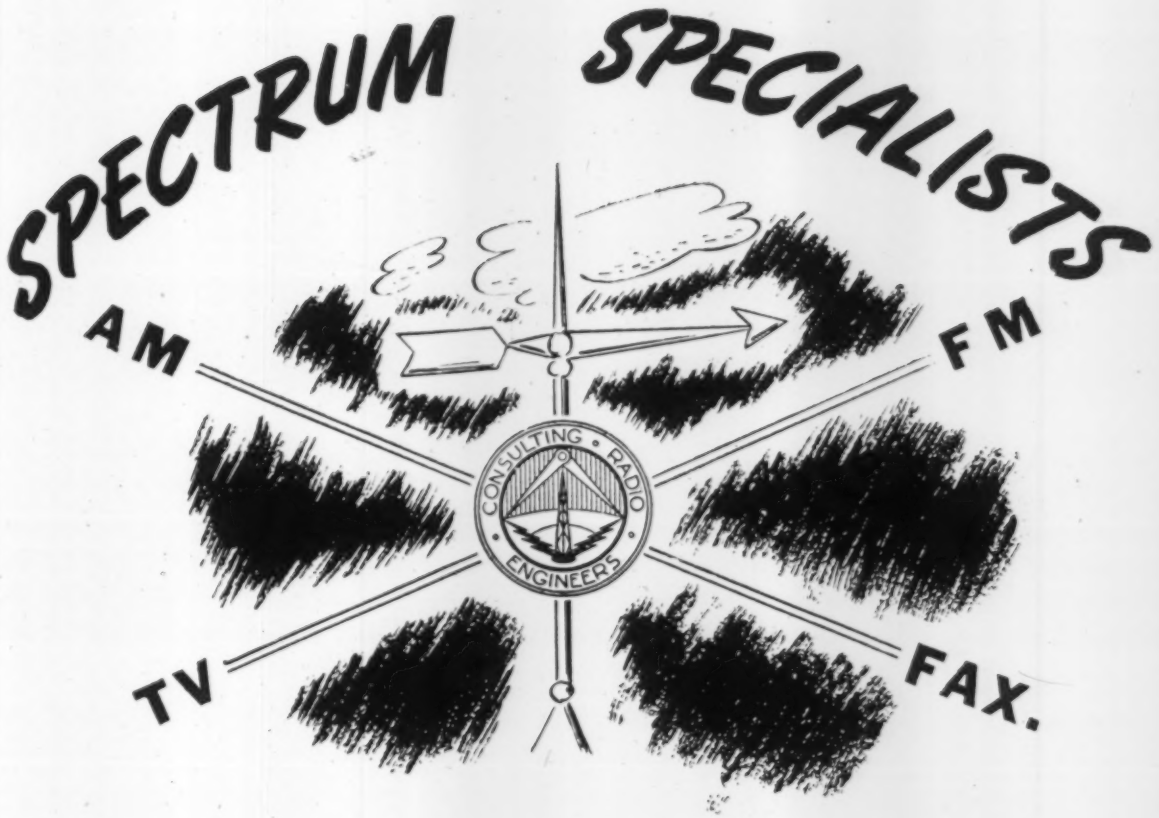

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NEW AMPLIFIER AIDS DEAF

U. S. Recording Co. Device Is Custom-Built

To Patient's Frequency Response

HEARING power for thousands of deaf persons not aided by conventional hearing aids is promised by a new type of amplifier developed by a broadcasting transcription company, U. S. Recording Co., Washington.

Having produced the device to meet the needs of an individual, U. S. Recording is turning it over to the electronics industry for further development. It will be on display at Room 836, Palmer House, during the NAB convention.

Back of the amplifier lies an unconventional principle in hearing aids—amplification of desired frequencies by custom building the device to the individual's frequency response.

When the patient, 90-year-old Mrs. Laura E. Anthony, of Rockville, Md., was brought to U. S. Recording by relatives after trying all devices on the market, she was given an intensive frequency response examination. She was barely able to detect any common sound and was completely deaf in one ear. Audiometer test showed minus 65 decibel reading at 128 cycles, minus 70 at 256, minus 90 at 512, minus 90 at 1024 and minus 65 between 2048 and 9747 cycles.

The problem was to develop selective amplification as well as more undistorted amplification. Irvin Linkow, chief engineer of U. S. Recording, worked several weeks to develop a device consisting of a Brush head set with one ear piece as an earphone and the other as a microphone. The amplifier curve is the reverse of Mrs. Anthony's loss of hearing. Power supply comes from normal house current.

Mrs. Anthony is able to hear conversation, though still having some difficulty in the case of deep male voices. She has heard sounds strange to her for many years. Resumption of the hearing process involved training, but Mrs. Anthony has overcome that problem. During a ten-day period after a light cerebral hemorrhage, her physician attributed success of treatment and nursing to the fact that she could hear explanation of her condition.

New Rate Card

WHN New York has announced rate card 11 effective Oct. 15 and which includes rates for new feature, *Ted Husing's Bandstand*. Other changes are increase of daytime rates and making announcements subject to same discounts as programs, based on longevity of contract rather than multiplicity.

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NATIONAL 6513

Government Alone Delaying Television In Canada, RCA Victor Official Says

IMMEDIATE DECISIVE ACTION on the part of the Canadian government is essential and lack of it is the main factor retarding television development in Canada, K. R. Patrick, manager of the engineering products department of the RCA Victor Co., Montreal, told the Toronto chapter of Institute of Radio Engineers at the October meeting.

He pointed out that recent surveys made in Canada by fact-finding organizations have shown that Canadians not only want but expect television in the not too distant future. Mr. Patrick stated, after outlining developments in television since 1939, that "there is no technical reason for further delay in giving television to millions of Canadians as a new medium of information, education and entertainment. . . . If we wait for all of the new developments in the future, the Canadian people will always be waiting for the enjoyment of television and will be denied its thrills in the present. Research and development must not be looked upon as a process of obsolescence. It should be considered evidence of progress. . . . In Canada we have courageous businessmen in the broadcasting industry who would be willing to contribute to the development of television in Canada and thereby Canadian progress."

(He referred to the often-expressed opinion of Dr. A. Frigon, CBC general manager, that Canadians cannot expect to have television for at least five years, and that CBC would not yet recommend licensing any television stations [BROADCASTING, Oct. 7].)

Mr. Patrick pointed out that "television can be made available to a great percentage of Canadian citizens through the establishment of only eight television stations in the eight major centers of population in Canada—Montreal, Toronto, Hamilton, Windsor, Quebec, Vancouver, Winnipeg and Ottawa. The total population served by these eight television transmitters would be 4,266,000—40% of the Canadian families, according to 1941 census. Network facilities would probably be developed through the border communities tying in with American stations. For instance, Toronto and Hamilton could be served by Buffalo, Montreal from Schenectady or Boston, Windsor from Toledo, Winnipeg from Minneapolis. Eventually the eight major communities could become part of a national network, linked with radio relay stations."

A demonstration followed the talk, using prewar RCA television equipment at the Canadian government's War Veteran Re-establishment School at Toronto. The equipment at the school is the only television equipment in Canada.

Live Talent Promised

ASSOCIATED Program Service Inc. promises live talent in its Palmer House NAB Convention Suite. Firm is distributing cards inviting broadcasters to "The Kennel of the Yellow Dog," Suite No. 810-11.

SPONSORS

BYRON A. BONNHEIM, radio director of Esquire Magazine, was in Minneapolis last week to present magazine's transcribed radio program before a retailers' convention. Publication has reported that in less than two months its dealer tie-in series, "Esquire Fashion Parade," has been signed by more than 65 men's wear and department stores. Program is produced by Schwimmer & Scott, Esquire agency.

EDWARD B. BUTLER, former Akron, Ohio, newspaper man, has been named director of public relations for General Tire & Rubber Co.

LOUIS M. KUILEMA, former district sales manager at Cincinnati office of Pennsylvania Salt Mfg. Co., has been placed in charge of Wisconsin territory, headquartering at Chicago. He succeeds **H. A. SMITH,** who continues as district sales manager of Chicago area. **CHARLES W. DERMITT** moves to Cincinnati from Pittsburgh.

HALLICRAFTERS Co., Chicago, has named Public Relations Affiliates as counsel for entire Hallicrafters public relations account. Previously firm had handled sales promotion.

RAYMOND F. MARCUS, formerly with the Blow Co., New York, where he worked on the Eversharp account, has been appointed advertising manager of the Magazine Repeating Razor Co., New York, which is controlled by Eversharp.

H. T. HAMILTON Jr., formerly with the market research and media department at Young & Rubicam, New York, has joined Bristol-Myers Co., New York, as assistant advertising manager.

BOB MARTIN Ltd., Southport, England (dog powders, export) has started two and three weekly flash announcements for 26 weeks on CKEY CJAD CKRC CJOR. Agency is McKim Adv., Toronto.

MISSION PAK Co., Los Angeles (California glazed and candied fruits), in pre-Christmas campaign has started using spot announcement schedules on KFI Los Angeles and KIEV Glendale, Calif., and will increase list to 12 stations in that area by Dec. 15. Agency is Hillman Shane Adv., Los Angeles.

TIDE WATER ASSOCIATED OIL Co., New York (Tydol gasoline), has signed for participating sponsorship in 6 p.m. edition of "Yankee Network News Service" Tues.-Thurs.-Sat. Agency is Lennen & Mitchell, New York.

S. C. JOHNSON & Sons, Racine, Wis., executives and personnel are to be guests of firm's "Fibber McGee and Molly" show on NBC when that program originates from Racine on Nov. 5.

EDWARD G. BEACH, with Inkograph Co., New York, for 12 years and for six years in charge of New England sales area, has been appointed general sales manager of the firm.

SUPER HEALTH ALUMINUM Co., Toronto (kitchen ware), has started transcribed announcements on 30 Canadian stations. Agency is Albert Jarvis Ltd., Toronto.

TRIMZ Co. of Canada, Toronto (wallpaper), has started spot announcement campaign on a number of Canadian stations. Agency is MacLaren Adv., Toronto.

WESTERN CANADA FLOUR MILLS, Toronto (flour and cereals), has started transcribed program twice weekly on Newfoundland stations. Agency is McKim Adv., Toronto.

COMSTOCK Co., Brockville, Ont. (proprietary), has started weekly halfhour program "Lucky Listening" on 11 Canadian stations. Program is live on CFRB Toronto and transcribed for use on other stations. Agency is Jack Murray Ltd., Toronto.

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John Creutz
Consulting Radio Engineer
319 Bond Bldg. REpublic 2151
Washington, D. C.

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Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
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Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Offer opportunity to sincerely ambitious young man with suitable education or experience background to get training and experience in announcing and production. Will give job principally as studio control man with training and air work supplementary, giving opportunity at end of year for regular staff assignment or use of 5 kw station experience to get job elsewhere. Prefer single veteran. Write WGAC, Augusta, Ga.

Immediate opening for experienced newsman to gather and write local news for 250 watt network affiliate in midwest city of 150,000. State qualifications and experience. Box 24, BROADCASTING.

One of the most progressive Mutual affiliates in the East-Central area has places for two first class operators who can present reference on engineering and announcing ability. Monthly salary, forty hour week, two hundred dollars to start; two hundred twenty-five dollars in six months. Only commercial radio-minded men apply, please. Box 43, BROADCASTING.

Wanted: Two engineers with first class licenses. No announcing. Forty dollars for 40 hr. week, with time and half for overtime. Wire or call, Radio Station WHKP, Hendersonville, N. C.

First class operators, new eastern seaboard station, pleasant working conditions. Box 56, BROADCASTING.

Scenic Idaho—New local station needs (1) experienced chief engineer, able to install and maintain equipment and willing to do some announcing later. (2) Two experienced operator-announcers, first class tickets. (3) Experienced sales manager who can write copy. We offer (1) good pay, (2) excellent working conditions with friendly, experienced management and opportunity to grow with us as we expand to more stations. (3) life in friendly western town, close to hunting, fishing and top scenery. Write us about yourself, giving complete details, pictures, transcriptions, etc. We want good men who are willing to become part of good community and good station and who want good, permanent positions. Box 60, BROADCASTING.

Salesman: 5kw network basic in half-million Midwest market needs good local salesman. An opening for a well experienced man (straight salary) who will settle down and work intelligently with local merchants. Exceptional opportunity for future advancement awaits the right man. This is not a "mine-run" job. No executives, boozers or jive-hounds wanted. Write fully (in confidence) and if we're interested we'll pay your expenses for personal interview. Box 64, BROADCASTING.

Production manager: Well established Midwest 5 kw basic network station has attractive opening for a producer who knows his business. The man we want is capable of building record shows, programming with limited amount of talent and musicians, building public-interest features and doing a first class announcing and emcee job himself when required. For the right man this is far better than the average job both as to salary and opportunity for future advancement. Write fully (in complete confidence) all information which you feel we need in arranging interview at our expense. Box 65, BROADCASTING.

Installation engineer wanted in midwest by manufacturer of high quality AM and FM transmitters, speech equipment and accessories man, 25 to 40 with at least 3 to 5 years experience in broadcast station operation and construction. Duties: accumulating data, making quotations and consolidating requirements and shipments for purchasers of complete broadcast installations. A good opportunity with a substantial salary. Write fully. Box 84, BROADCASTING.

Help Wanted (Cont'd)

Engineer, capable of installing new 1 kw day-night station in Carolina to stay on as chief. Write qualifications, salary expected, etc., Box 93, BROADCASTING.

Announcer capable of handling general assignment. Send transcription and complete details including experience, references and salary requirement. WSAZ, Huntington, W. Va.

Experienced announcer wanted immediately. Man who can do record shows as well as general announcing. Good salary and bonus to the right man. Call WBTM, Danville, Virginia.

Wanted: Two full time teachers with college degree and professional broadcasting experience. The National Academy of Broadcasting, Inc., 1366 Irving Street, NW, Washington, DC.

Live in Hawaii. New 1,000 watt station about to open in Hawaii needs several announcers with first class licenses. Attractive proposition with a good future for right men. Send full details and audition platter, preferably by airmail to KMVI, Wailuku, Maui, T.H.

Complete staff for 250 watt local station opening in Great Falls, Montana about October 23rd. Need 4 combination operator-announcers, one must be capable handling sports. 1 girl to act as receptionist, handle front office, write some copy, supervise traffic. 1 announcer capable writing good copy and sportscasting. Write complete letter of training, experience, snapshot, send audition to Manager, Great Falls Broadcasting Company, Park Hotel, Great Falls, Montana.

Program director for 250 w Midwest network affiliate. Must have audience consciousness and ability to get results with staff. Send full background, reason for desiring change, photo and salary requirements. All replies confidential. Box 48, BROADCASTING.

Florida's most beautiful city on the ocean wants an experienced announcer with first class ticket. Good salary. Write or wire WFTL, Fort Lauderdale, Florida.

Announcer-operator holding first class phone license. Excellent opportunity for man desiring permanent location. Rocky Mountain West. KIUP, Durango, Colorado.

Announcers, writers, engineers, time salesmen, directors, managers. We need them. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

Good announcer with first class phone license wanted by intermountain 5 KW NBC affiliate. Opportunity for advancement and to apply ability. Substantial salary. KGIR, Butte, Mont.

First class operator-announcer wanted for Western NBC station granted 5000 watts AM and new FM. Installation under way. Send photo and transcription, news and commercials. Station KSEI, Pocatello, Idaho.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Experienced announcer with first class ticket wanted. Salary sixty-five dollars for forty hour week. Write or wire WFVA Fredericksburg, Virginia.

Station manager: Experienced, ambitious, settled, progressive manager seeking permanent future and success. Give all details and picture in first letter. Box 432, Fayetteville, North Carolina.

Wanted, one operator with first class ticket and one experienced announcer operator, salary $48.00 for 48 hours. Good opportunity for announcer with ability for special shows, ad-libbing, etc. Write Wayne Morgan WKTM, Mayfield, Kentucky.

Help Wanted (Cont'd)

Wanted: First class operators immediately. WICY, Malone, New York.

Wanted: Program director. New 1 kw day station in North Carolina city. Experienced. Sober. Write Box 100, BROADCASTING, enclosing photo, biographical sketch, references, salary desired.

Operator-engineer by 5000 watt NBC affiliate South-Atlantic state. Must have car. Tell all in first letter. Box 101, BROADCASTING.

Fast growing station needs first-class operator for expending operations. Veteran preferred. Beginner could learn plenty at this 250 watt station. Box 102, BROADCASTING.

Situations Wanted

Promotion director with top-flight background, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in program and sales promotion, research, art, copy, layout, production, techniques. Replies in strict confidence. Box 884, BROADCASTING.

Commercial Manager—writing over $1,500 weekly for leading independent, highly competitive market. Drawing account against commission desired. Box 981, BROADCASTING.

Announcer, veteran, disc and photo available, will send full details. Box 980, BROADCASTING.

New England stations, applicants—employed Washington newspaperman, radio experience, seeks news editor spot. Double on newscasting, publicity, if desired. Opportunity modest investment welcomed but not essential. Box 2, BROADCASTING.

Announcer, experienced — commercials, sports, news. Willing to travel anywhere. Pleasant voice. Young and capable. Box 57, BROADCASTING.

Television executive position desired. 20 years radio/television experience, technical operations, production, direction and announcing. Ten years to date with major network plus training British television. Disc on request. Box 67, BROADCASTING.

Hands off, 91-D fighters. I have a first class license but I will go back to the farm before I will work for peanuts. Don't answer this unless you are willing to pay a reasonable wage for three years of regional and major network experience. Box 72, BROADCASTING.

Salesman-veteran, seven years experience local and national sales desires position with affiliated or independent station. Will go anywhere. Excellent references. Box 73, BROADCASTING.

Program director—well experienced in programming, production, announcing. Reliable family man seeking permanent connection with top-flight midwestern AM or FM station. References. Box 75, BROADCASTING.

Announcer. Limited experience but excellent voice quality. All-round announcer plus sports specialties. Single, 26, ex-radar operator air corps. Sales background (will work at both). References, transcription available. Box 76, BROADCASTING.

Johnny Bernard, versatile emsee-disc jockey will consider attractive salary-talent fee arrangement. Write for information. Box 77, BROADCASTING.

Veteran, 21, single with dependent mother wants break as announcer in Southwest if possible. Ambitious, graduate of accredited announcers school. Box 78, BROADCASTING.

Experienced announcer. Well qualified, desires permanent position. Vet, 23, single. Write Box 79, BROADCASTING.

Versatile announcer: Veteran. Five years experience. Network acting, news record shows, remotes, ad-lib interview, narration. If you have opening, I can fill it. Box 80, BROADCASTING.

Engineer, age 37, veteran. Fifteen years experience theory and practice. Knowledge directional antennae. Capable complete responsibility construction, maintenance, operation AM FM. Looking for hard work with scrupulous organization. References. Box 81, BROADCASTING.

WANTED
SECRETARY TO
PROGRAM DIRECTOR

Must have thorough experience network affiliated station. Write fully, detailing experience. WSAI, 115 E. 4th St., Cincinnati, 2, Ohio.

LOOKING FOR A
NEW MANAGER?

I've finally decided to make a change. My present position as General Manager of a Metropolitan market Basic Network station is most secure, but I'd like a new connection where certain conditions will be improved. I can show a station revenue record of income doubled this past year; a management record openly acclaimed by our broadcasting opposition—and all recommended and endorsed at the right time by my present owner-employer. I have 21 years of practical experienced know-how; top contacts and recommendations all down the line in the trade, and the endorsement of my network contacts. At present I'm serving on an important N.A.B. committee. I'd be interested in discussing the proposition with any owner who seeks a married feet-on-the-ground executive. All negotiations will be held confidential. I'll be at the NAB convention, so contact me through BROADCASTING Magazine, Chicago.

BOX 14, BROADCASTING

JUST AVAILABLE

Sports, special events and publicity director. 20 years in radio—last position three years. Play-by-play, major league baseball, National League PRO FOOTBALL, major college football games, hockey, tennis, basketball, all other sports.

Network experience, boxing, football, golf, special events descriptions and interviews, ad lib master of ceremonies and quiz programs.

Best of references, all replies

BOX 113
BROADCASTING

RADIO STATION OWNERS AND EXECUTIVES

Invite inquiries from practical radio executives with vision. To invest in exciting, practical and sound radio organization. Investors must be in radio and news fields. Huge possibilities. Prospectus carefully detailed and prepared by reputable New York executives. All communications to be held in strict confidence.

BOX 95, BROADCASTING.

NEW SERVICE ! !

Clearing house for USED EQUIPMENT. List your surplus equipment with us.
TELL US YOUR NEEDS.
A card brings full information.

KELLEY
4709 N. Spaulding Ave.,
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In 1944 I set a record as Sales Manager of the Chicago Office of Joseph Hershey McGillvra. Other experiences include several years of radio, an excellent sales record at WJJD Chicago and commercial manager of KROW Oakland in 1945. What I want is a good connection as manager or commercial manager of a new station or one that needs real selling work. All good propositions considered.

Jack Kamsler, 1642 E. 56th St., Chicago 37, Ill. Fairfax 6000.

Situations Wanted—(Cont'd)

Manager 250 watt or 1 kw. Live wire. Unusual program background. Advertising experience. Proven sales. Good business man. Experience with new station problems. Box 82, BROADCASTING.

Sales and promotion—Experienced advertising sales executive. Metropolitan newspaper and radio background. Veteran, 30 years of age. Salary and commission sales or management position desired. West Coast or Midwest. Box 83, BROADCASTING.

Chief engineer-announcer or engineer-announcer. 10 years experience, construction operation, maintenance, married. Box 85, BROADCASTING.

Announcer, thoroughly experienced all phases. Platter to news, writing, production. Personal interview within 200 miles New York City. Box 86, BROADCASTING.

Sold . . . to first bidder offering young radio-television director responsible position. (Manhattan-Hollywood). Not routine stopwatch job but one requiring creative ideas. Thoroughly experienced. Currently unhappily employed. Box 87, BROADCASTING.

Good announcer, excellent voice, experienced. Handle controls. Veteran, available immediately. Box 88, BROADCASTING.

Sports—play-by-play football, baseball, boxing; color . . . do staff, good voice. Am now with sports "unconscious" station. Base, $70.00 week plus talent fees. Anywhere but southeast. Married, 26 years old. Box 89, BROADCASTING.

Transmitter operator, first phone, desires permanent position, some experience, married, dependable, do not drink. Box 90, BROADCASTING.

Want break—21, single and available immediately. A graduate NBC Radio Institute, desires station experience as an announcer. 14 months of training in all phases of broadcasting. Can write continuity, operate controls, handle production. Intelligent, ambitious, neat and a definite asset to your station, because sincere. Prefer southwest or middlewest. Disc, photo, references upon request. Box 91, BROADCASTING.

Chief engineer seeks position with progressive station. Experienced in all phases installation, maintenance and operation of AM and FM transmitters, directional antennas and studios. Excellent references. Box 92, BROADCASTING.

If your immediate plans are FM—young Signal Corps colonel, fully experienced in all phases, desires connection with progressive organization who need management and technical "know-how." College degree in engineering. 1st class license. Available immediately. Box 96, BROADCASTING.

Capable, attractive young woman, returned from overseas duty with USO desires position as woman's commentator in progressive station. Refined background. College, drama school. Previous radio work has included women's news broadcasts, children's story-hours, poetry programs, drama skits, continuity writing, occasional vocal solos. Will go anywhere, U. S. or otherwise. Box 98, BROADCASTING.

Newscaster-editor, 5000 watts or up, currently employed metropolitan station; college journalism, magna cum laude Missouri University; veteran, married. 27. Box 99, BROADCASTING.

AM-FM chief engineer, college grad, married. 10 yrs. radio. 2 years Bureau Standards. 2 yrs. FM, instructor 4 yrs. 2 yrs. consulting firm, installed FM-television, communications officer. All FCC licenses. Go anywhere. P. O. Box 1298, Hollywood, Calif.

announcer, sportscaster: Veteran, single, age 22, ambitious, will travel anywhere, anytime to get job. Graduate of recognized radio school, need more experience. Will accept G.I. training. Write to Vincent Scafariello, 229 Exchange Street, New Haven 13, Connecticut.

Wanted: Position as chief engineer of local station. Southeastern states. Qualifying experience in construction, maintenance and operation of such. Write or wire C. L. Carter Jr., c/o Mrs. Dan Jordan, 1459 Harvard Street, Augusta, Georgia.

Naval Veteran, holding First Class Radiotelephone License, desires connection with station in Los Angeles. 15 years experience in operation, maintenance and installations. Milton Rowe, 2294½ South Gale Drive, Beverly Hills, California.

Situations Wanted (Cont'd)

Engineers, first class, with extensive modern training for commercial broadcast. Contact C. L. Foster, Central Radio School (formerly Midland Radio School), 17th and Wyandotte, Kansas City, Missouri for applicants.

Announcer. Will prove satisfactory. Top references. Veteran, single, 42. Disc, photos. Al Bourne, Post Office Box 424, Decatur, Illinois.

Program director-announcer-news specialist. I would like to contact station managers that would be interested in a program director-announcer with ideas that will sell. I have worked in all size radio stations as announcer and writer. Veteran, thirty-two years old. Salary $80.00. Box 103, BROADCASTING.

Copywriter, woman. Commercial; programs. Can service any type account. Department store merchandising. Good microphone voice. 13 years general experience on independent and network stations, including 5 years as department head. Station agency or store. Box 104, BROADCASTING.

Collegge engineering graduate, family man, thirty, seven years experience engineering, seeks chief engineers position with progressive station. Now employed five kilowatt. Box 105, BROADCASTING.

Experienced sportscaster, presently employed, available in near future. Background includes fourteen years, all phases of radio and sports. Former radio sports editor United Press and sportscaster at WJR with highest Hoopers. Write Loren "Bud" Watson, Jr., 1244 Taylor St., Detroit 2, Michigan, for full details.

Announcer, veteran, 25, single. Graduate advanced course New York's leading radio school. Conscientious, prefer West but will work anywhere. Disc available. Walter Griskenas, 418 Warren St., Bridgeport, Conn.

New stations attention: 2 first class engineers and 2 top-notch announcers willing to put your station on a paying basis. Working under intolerable conditions at present. Aggregate 27 years experience. Box 106, BROADCASTING.

If you are looking for a good station or commercial manager with 13 years radio experience in station management, national representation, merchandising and programming, write Box 107, BROADCASTING.

News gathering and compiling. Young woman primarily interested in news or 50 per cent news and copy writing. Northeastern U. S. preferred. Box 108, BROADCASTING.

Chief engineer-announcer with executive experience. Nine years in all phases of broadcasting. Age 27, married, hard working, loyal, conscientious, finest references. Desires permanent position with progressive organization offering chance for advancement. Services with or without investment. Box 109, BROADCASTING.

Desire connection with progressive station in South or W. Coast. 14 years in all phases radio and electronics. Former eng. for leading mfgr. 1st class lic. Not afraid of hard work. Assure excellent record from all past employers and associates. Available on short notice. Reply to Box 110, BROADCASTING.

West coast stations—Need a well organized newsroom? Two Washington newsmen—newscaster now assigned as Presidential announcer; writer covers Capitol Hill and White House. Desire to take over supervision large station newsroom or form nucleus medium station news department. Deal includes writing and broadcasting at least four major newscasts per day and supervision of all news. Package will cost $250 per week—faction of the time charge on activities. Includes special events coverage. Box 111, BROADCASTING.

For Sale

For Sale—a complete FCC approved 250 watt transmitter, two sets tubes, two crystals and limiting amplifier. Recently taken out of service. Make offer. Box 780, BROADCASTING.

For sale—600 16" Presto glass base Red Label discs. 95c each. Net F.O.B. Washington, D. C. Box 94, BROADCASTING.

Immediate delivery, best offer, complete R.C.A. one kilowatt broadcast transmitter consisting of: type 1-G transmitter unit, type 250-G exciter unit, type AP-4312 modulator, reflectifier unit, special R.C.A. antenna phasing unit for two towers, R.C.A. phase monitor, two 200' Truscon towers with coupling equipment. All in perfect condition. For 220-230 volt, one phase, 60 cycle power. Box 97, BROADCASTING.

71 Educational Institutions Operating, Seeking Stations

UPSWING in the number of noncommercial educational broadcast stations was seen last week when the FCC announced that 71 educational institutions are licensed, have received initial authorization or have applied to the Commission for non-commercial stations.

Already on the air, the Commission announced, were six FM stations, with 21 under construction, and 23 applications pending. Of the 29 educational institutions operating in the standard band, 20 are non-commercial. The first noncommercial television station was authorized recently by FCC to Iowa State College of A. and M.

"Non-commercial educational licenses," the Commission explained, "are issued primarily to schools and universities for furnishing educational programs to school units as well as . . . the public." The six existing FM stations are operating in the old non-commercial educational band (42-43 mc), but 20 channels (88-92 mc) have been set aside by FCC to "encourage the development of this type of service."

Since the war, it was pointed out, 58 applications have been received from colleges, universities and public school systems for FM stations, "integrated more or less, with statewide plans."

Licensed non-commercial educational stations are:

WBEZ (Board of Education) Chicago; WNYE (Board of Education) Brooklyn, N. Y.; WBOE (Board of Education) Cleveland; KALW (San Francisco Unified School District) Calif.; WIUC (U. of Ill.) Urbana, Ill.; WBKY (U. of Kentucky) Lexington, Ky.

The following non-commercial FM stations are under construction:

KSUI (State U. of Iowa) Iowa City, Ia.; KUSC (U. of Southern Calif.) Los Angeles; WCAH (Board of Education) Buffalo, N. Y.; WCUV (Columbia U.) New York; KOKU (U. of Oklahoma) Norman, Okla.; WLSU (Louisiana State U. and Agricultural and Mechanical College) Baton Rouge, La.; KCRW (Santa Monica School Board) Santa Monica, Calif.; KOAG (Oklahoma Agricultural and Mechanical College) Stillwater, Okla.; KICR (Kansas City School District) Kansas City, Mo.; WTAX (U. of Michigan) Ann Arbor, Mich.; WBGO (Board of Education) Newark, N. J.; WDTR (Board of Education) Detroit, Mich.; WIUN (Wisconsin State Radio Council) Madison, Wis.; WIUV (Wisconsin State Radio Council) Delafield, Wis., KSCU (Sacramento Unified School District) Calif.; KIDE (El Paso School District) Tex.; KCUN (College of the Pacific) Stockton, Calif.; WDWH (Grant Union High School and Teachers College) Sacramento, Calif.; WDWD (School District 4) Lane County, Ore.; WSHS (Board of Education) Sewanhaka High School) Floral Park, N. Y.; WPTL (Providence Bible Institute) Providence, R. I.

Pending non-commercial FM applications are:

High School District, San Bernardino, Calif.; Bible Institute of Los Angeles, Los Angeles; Santa Monica School Board, Santa Monica, Calif.; Board of Education, Atlanta, Ga.; Western Illinois State Teachers College, Macomb, Ill.; Indiana U., Bloomington, Ind.; Purdue U., West Lafayette, Ind.; Iowa State College of A. and M. Arts, Ames, Ia.; Michigan State College, East Lansing, Mich.; Stephens College, Columbia, Mo.; Board of Education, St. Louis, Mo.; Denver Bible College and Denver Bible Institute, Denver, Col.; U. of New Mexico, Albuquerque, N. Mex.; Watchtower Bible and Tract Society Inc., Brooklyn, N. Y.; Board of Education, Jackson, Ohio; Toledo School District, Toledo, Ohio; Board of Education, Oklahoma City, Okla.; State Teachers College, West Chester, Pa.; Junto Inc., Philadelphia; Pennsylvania State College, State College, Pa.; U. of Pennsylvania, Philadelphia; A. and M. College of Texas, College Station, Tex.; U. of Houston, Houston, Tex.

Educational institutions operating on a non-profit basis in the standard band are:

KBPS (Benson Polytechnic School), Portland, Ore.; KFKU (U. of Kansas) Lawrence, Kan.; KOAC (Oregon State Agricultural College) Corvallis, Ore.; KSAC (Kansas State College of Agriculture and Applied Science) Manhattan, Kan.; KUSD (U. of South Dakota) Vermillion, S. Dak.; KWLC (Luther College) Decorah, Ia.; KWSC (State College of Washington) Pullman, Wash.; WCAL (St. Olaf College) Northfield, Minn.; WCAT (South Dakota State School of Mines) Rapid City, S. Dak.; WHA (U. of Wisconsin) Madison, Wis.; WHAZ (Reneselaer Polytechnic Institute) Troy, N. Y.; WILL (U. of Illinois) Urbana, Ill.; WKAR (Michigan State College), East Lansing, Mich.; WLB (University of Minnesota) Minneapolis, Minn.; WLBL (Wisconsin Department of Agriculture) Stevens Point, Wis.; WNAD (U. of Oklahoma), Norman, Okla.; WOI (Iowa State College of Agriculture and Mechanical Arts) Ames, Ia.; WOSU (Ohio State U.) Columbus, Ohio; WSAJ (Grove City College) Grove City, Pa.; WSUI (State U. of Iowa) Iowa City, Ia.

The following educational institutions operate commercial standard stations:

WWL (Loyola U.) New Orleans, La.; WGST (Georgia School of Technology) Atlanta, Ga.; WEW (St. Louis U.) Washington, Mo.; WTAW (Agricultural and Mechanical College of Texas) College Station, Tex.; WRUF (U. of Florida) Gainesville, Fla.; KPAC (Port Arthur College) Port Arthur, Tex.; KUOA (John Brown U.) Siloam Springs, Ark.; WHCU (Cornell U.) Ithaca, N. Y.; KWBU (Baylor U.) Corpus Christi, Tex.

For Sale—Cont'd

For sale: 165 ft. duro aluminum tower. First $700.00 takes it. F.O.B. Reading, Pa. J. E. McCormack, Radio Station WHUM.

For Sale: Western Electric type 353-E1, one kilowatt AM transmitter. Also 330 feet Blaw Knox tower suitable for AM or FM. Station WKBH, LaCrosse, Wisconsin.

For Sale: One Presto 16X recording table. Semi-portable, including self-contained amplifier. Two feed screws. Audax pick-up, high impedance mike input. Price, $400.00 F.O.B. KPHO, Phoenix. Contact Louis Halpern, Chief Engineer.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $800.00 will buy it. Al Bamford, 516 18th, Oakland, Calif.

Copper wire, 25,000 feet No. 12 copper wire, $400. 10,000 feet No. 10 copper wire, $200. Two-channel remote amplifier, with microphones, $125. Two Microdyne D-39-H broadcast reproducers, 500 ohms, $60 each. 500 feet ⅜" copper coaxial cable, $125. 250 watt FCC approved transmitter, $1500. All new and guaranteed. P. O. Box 362, Columbia, S. C.

For sale: Brand new Presto 6N recorders in floor cabinets with microphones $595 each or both for $1100.00. Box 112, BROADCASTING.

Miscellaneous

Radio stations—Accepting mailorder accounts, percentage basis, write details. Agency—Box 867, BROADCASTING.

Partners wanted. Investors with radio background sought. We need total of $100,000 erect, operate new 5 kw AM station upstate New York. Will file with FCC as soon as company capitalized. Any proposition considered. Have legal-engineering consultants; interested staff; excellent virgin radio territory. Write: Resort Broadcasting, 366 Madison, NYC-17.

Wanted to Buy

One or two RCA 41-B Preamplifiers. Write WSPR, Springfield 5, Mass.

(Continued from page 212)

"Early Morning Programming" on large and small stations.

A study of effective methods of selling network cooperative programs was made.

Activities of the Sales Promotion Section have been directed towards increasing the use of radio as an advertising medium, and in distributing information about broadcast advertising as a gainful occupation.

The "Manual of Radio Advertising" (first published by NAB in 1941) was revised. A new 30-page illustrated chapter, "Here's How," was published. This describes the successful use of radio advertising by brewers. Work now in progress includes studies on radio for bakers, hardware dealers, jewelers, and laundries.

Two promotional activities which had been discontinued at the start of World War II were also revived. They were:

1—The mimeographed success story series, "Radio Gets Results" (sent free to members on request);

2—The monthly four-page two-color printed series, "Results from Radio."

The continued use of the 16-mm sound films and scripts on "Air Force and the Retailer", "Why Radio Works," and "America Takes to the Air", which were a part of the Retail Promotion Plan, was encouraged, and the films received several hundred showings.

Literature descriptive of the broadcasting industry and its effectiveness as an advertising medium was widely distributed.

Retail Section

The main objective of the Retail Section is to further the development of radio advertising by providing broadcasters and retailers with information about how to use radio for the promotion of retail business.

A major project of the past year has been the writing and publishing of "Radio for Retailers", the report of the study of broadcast advertising conducted at Joske's of Texas since January of 1945. This report is being distributed to member stations by NAB and to retailers through the National Retail Dry Goods Assn.

It is believed that the Joske study and report constitute the most intensive project of its kind ever undertaken by any advertising medium.

Additional research is still underway at Joske's; also, the department engaged Prof. Vernon Fryburger of Miami U. to conduct a six-month study, which will be reported as a supplement to "Radio for Retailers."

The Retail Section has made inquiries of stores and stations using television for retailers, and is gathering data concerning advertising techniques, types of merchandise most adaptable to these techniques, and types of studio, remote, and intra-store television programs being used.

The department has worked in close cooperation with other trade and advertising associations.

* * *

RESEARCH DEPT.
Kenneth H. Baker

The present director of the Research Dept. was appointed April 1, 1946 and so has been in office only the last six months of the period since the last annual report. For the six month period previous to this appointment there was no director of research, Barry Rumple having resigned as director in October, 1945.

During the period in which there was no director, however, the department continued its diversified activities under the direction of Helen H. Schaefer, Assistant Director, and Frederica Clough, secretary. The volume of requests for all kinds of information continued to increase. In addition, they undertook one major project and continued the work on another.

The interest in the problems centering around the American Federation of Musicians required that some factual data on the subject be collected. This was done.

Section 722 of the Internal Revenue Code provided certain forms of relief from the excess profits tax. In the case of a change in operation subsequent to December, 1940, however, it was necessary for the claimant to establish a base of operations for the period 1936-1939. The department analyzed the annual reports of the FCC and published "Average Income Items of Broadcast Stations, 1937-1944."

Both the Small Markets Committee and the Sales Managers Executive Committee have asked that some data similar to that published in the Broadcast Advertising Record be developed and published periodically by the Research Dept. The shortcomings of the old Record were to be corrected and some additional information included. To this end, the Research Dept. has been considering the possibility of studying the program logs of a sample of stations with a view to abstracting the desired information from those logs. A pilot study on a 100-station sample is now underway.

At the request of the Sales Managers Executive Committee and its Subcommittee on Sales Practices, the Research Dept. canvassed the NAB membership in an effort to determine the extent of the practice of charging multiple rates. The findings of this survey were summarized and sent to participating stations and the data turned over to the Sales Practices Subcommittee.

The subcommittee recently examined the Accounting Manual and recommended that it be republished with few changes.

Several demands have been made of the Research Committee for a statement concerning the present status of the matter of audience-measurement. The role of the Research Dept. has been largely that of coordination since most of the work has been done by a subcommittee set up for that purpose. As a result of their efforts, a booklet, "Radio Audience Measurement" has been published. It is planned that this will be followed by a critique of the methods and agencies now most popular or widely used.

* * *

SPECIAL SERVICES
Arthur C. Stringer

The first post-war year of operation found the entire broadcast industry instituting improvements in operation all along the line. One of the highlights was progress made in handling radio news. Standards were raised. Personnel was increased. Local and regional news coverage was extended.

In many cases these results grew out of the suggestion of the NAB Radio News Committee, approved by the Board of Directors, that "there be held under its sponsorship regional meetings of radio station managers, news and special events directors, for the discussion of problems of news broadcasting."

"Radio News Clinic" was the name given these regional meetings. Fifteen clinics were held. They were attended by a total of 597 managers, newsmen and other industry personnel.

The long range program for improvement in news continued in 1946 through the Council on Radio Journalism, Inc. (This organization was created on Jan. 25, 1945 and incorporated in the summer of 1946. It consists of five members appointed by the NAB and five appointed by the American Assn. of Schools and Departments of Journalism.)

For two summers (1945 and 1946) the Council has concentrated on establishing the proposition that teachers of journalism need actual radio newsroom experience if they are going to teach radio news satisfactorily to young men and women headed for industry employment. This experience is gained by the old-fashioned method of learning by doing. Arrangements are made by the council and NAB for qualified stations to accept qualified teachers of journalism for internship in their news departments. Internships are financed entirely by contributions of the cooperating stations.

The indoctrination textbook for internes, "Writing by Ear", was written and contributed by Soren Munkhof, news director, WOW, Omaha, teacher of radio news writing Creighton University.

A secondary industry highlight of 1945-46 resulted from a decision of the small market stations, acting through the Small Market Stations Executive Committee. This important, far-reaching decision was to poineer in the study of small market station operation. It called for a series of ten on-the-spot management studies.

This director received the assignment to make the studies. Field work was begun in January, 1946. First study was mailed July 26, with distribution thereafter at intervals of three to four weeks.

During the year this department continued as NAB contact with the U.S. Treasury Dept.

Cooperation was extended to the War Dept. Veterans Administration, Retraining & Reemployment Administration, American Red Cross, the National Foundation for Infantile Paralysis, and others.

Late in 1945 the department completed the "Let's Go to Town" assignment which the Board of Directors approved at the 1944 Chicago War Conference at the request of General Eisenhower.

The General wanted large numbers of original home town programs to be produced and recorded by individual stations for broadcast to overseas military personnel. Over 200 programs were produced, mostly half hours.

"Music from Your Home Town" was a second assignment to be completed for military personnel outside the United States. Cooperating stations produced both series at their own expense.

* * *

EMPLOYE-EMPLOYER RELATIONS DEPT.
Richard P. Doherty

During the past fiscal year, the department has undergone substantial reorganization and expansion with the result that more effective labor relations service and information have been rendered to members of the Association.

Until January 1946, the labor relations activities of the association were conducted as a part of the General Counsel's office. Early in December 1945 a committee of broadcasters met at NAB headquarters, at the direction of the Board of Directors, and formulated plans for the creation of a separate department which would devote the full time of its staff members to employe-employer relations problems.

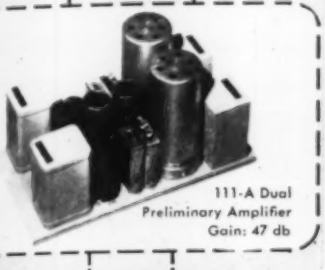
In January, Milton J. Kibler, theretofore NAB assistant general counsel, was transferred to the EER Dept. as an Assistant Director; in February. Ivar H. Peterson, formerly assistant general counsel of the National Labor Relations Board, was employed as a full-time assistant director. Last Sept. 9, Richard P. Doherty, formerly executive director of the Industrial Relations Council of Metropolitan Boston, became director of EERD.

The department undertook the collection of an up-to-date file of collective bargaining agreements in force throughout the industry. In response to Judge Miller's request for copies of contracts, approximately 85% of the 600 stations solicited supplied information. By the end of the fiscal year, the department had on file a large and

(Continued on page 232)

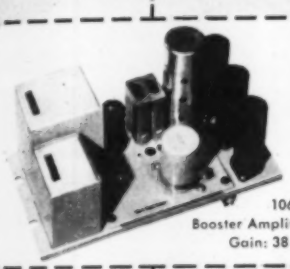
broadcast audio facilities

BY *Langevin*

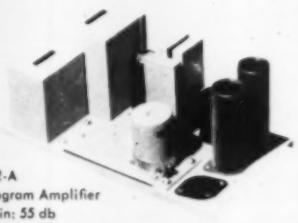


111-A Dual Preliminary Amplifier
Gain: 47 db

MIXER NETWORK



106-A Booster Amplifier
Gain: 38 db



102-A Program Amplifier
Gain: 55 db

LINE

108-A Monitor Amplifier
Gain: 63 db

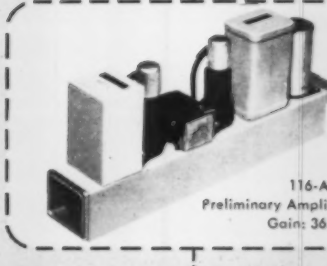
Worthy of an Engineer's Careful Consideration

REPRESENTING A NEW APPROACH to audio engineering is the series of Langevin Plug-in amplifiers pictured at right. Only two types of tubes are employed. And only these two types of amplifiers—the 116-A Preliminary and/or Booster Amplifier and the 117-A Program and/or Monitor Amplifier—are necessary to engineer *complete* studio systems.

At left, is the Langevin standard line of speech input amplifiers which more than meet the electrical specifications recommended by the FCC.

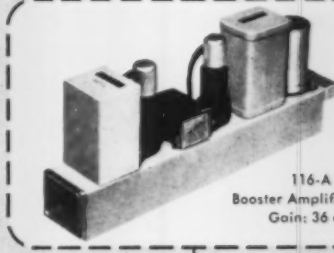
In addition to the illustrated equipment, Langevin presents, at the NAB convention in Chicago, the PROGAR *(Program Guardian)*—a new and different automatic level control.

Also, there is displayed the complete line of Langevin Broadcast Audio Equipment including a new selenium disc rectifier power supply for the above plug-in amplifiers and the various other power supplies, mounting frames, plates and accessories available to adapt Langevin equipment to all types of installations.

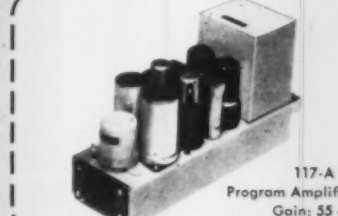


116-A as Preliminary Amplifier
Gain: 36 db

MIXER NETWORK



116-A as Booster Amplifier
Gain: 36 db



117-A as Program Amplifier
Gain: 55 db

LINE

117-A as Monitor Amplifier
Gain: 55 db

The Langevin Company

INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK, 37 W. 65 St., 23 · SAN FRANCISCO, 1050 Howard St., 3 · LOS ANGELES, 1000 N. Seward St., 38

NAB ANNUAL REPORTS

(Continued from page 230)

representative collection of labor agreements currently in effect between radio stations and the various national unions active in organizing broadcasting employes.

A major aspect of the department's research activities, since January, has been the analysis and summarization of these labor agreements. NAB members have recently received an installment of the printed copies of these summaries suitable for filing in loose leaf binders, and additional summaries will be supplied as rapidly as the work is completed. As new agreements are negotiated and filed with the department, new summaries will be made and distributed.

Several comprehensive pamphlets on labor relations subjects, of general interest to the radio industry, have been prepared and distributed.

A very exhaustive analysis and interpretation of the standard contract proposed, to its locals, by one of the major unions in the radio industry was completed in early September and sent to all NAB members.

Several hundred stations have had occasion to draw upon the department's facilities for detailed labor relations information.

To enhance its labor information service, the department is now in the process of developing an NAB Labor Reference Library comprising all important laws, court decisions, governmental regulations, arbitration decisions, statistical data, and other information germane to employe-employer relations problems of the radio industry.

The department is undertaking an extensive research program involving the assembling of all basic data relating to wages (both in the radio industry and other fields), cost of living, and other pertinent information useful to broadcasters in conducting sound negotiations and in building constructive union-management relations.

In addition, the department will prepare and distribute a wide range of guide and instructional manuals on a variety of subjects bearing directly upon the industrial relations problems of stations—both union and non-union.

Present plans also include expanding facilities to assist members on specific individual problems which arise from time to time.

* * *

PUBLIC RELATIONS DEPT.

Edward J. Heffron

The public relations activities of NAB are under the direct supervision of the president and executive vice president, advised by a Public Relations Committee, consisting of the Public Relations Chairmen of the 17 districts, and by a Public Relations Executive Committee consisting of 13 members, three of whom are members of the board and who provide liaison between the committee and the Board.

At the beginning of the reported year, public relations activities on the functional level were in charge of Willard D. Egolf, who had succeeded to the position of Director of Public Relations when Edward M. Kirby was released for military service. In October 1945, Mr. Kirby returned to NAB, assuming the title of public relations counsel. In the spring of 1946 he left the staff to give his whole time to his own business, and in June, 1946, Edward J. Heffron was appointed executive assistant-public relations.

During the earlier part of the year, Bruce Starkey was Chief of the NAB News Bureau. The Bureau was changed to the Information Department in March, 1946, under the direction of Charles A. Batson, assisted by Benjamin Miller.

Mrs. Dorothy Lewis has served as Coordinator of Listener Activity throughout the reported year.

In January, 1946, Robert C. Coleson was appointed western field representative. He was named assistant to the president at the board meeting of August 1946.

The big public relations achievement of the year was the promotion, in cooperation with the Radio Manufacturers Assn., of Radio's Twenty-fifth Anniversary.

The RMA Advertising Committee, working with the Public Relations Executive Committee of NAB, designated Nov. 4-10 as Radio Week and built a comprehensive program for manufacturers, dealers, and broadcasters from coast to coast.

Another big Public Relations undertaking which was furthered during the year—though it was not to reach its full culmination until after the close of the reported period—was the national survey of the public's understanding and acceptance of radio in the United States, made by the National Opinion Research Center of the U. of Denver.

The official publication date of the book was set for Nov. 2, 1946 but copies began coming out of the bindery by Oct. 1, 1946.

In December, Mr. Kirby prepared a memorandum of recommendations on radio's public relations. He urged creation of a Committee on Freedom of Radio, establishment of a West Coast NAB branch office, and replacement of the News Bureau by an Information Department. All of these proposals have since been effectuated.

* * *

DEPT. OF INFORMATION

Charles A. Batson

The Dept. of Information was created in March of 1946. Having been assigned the former functions of the NAB News Bureau and the informational activities of the Public Relations Department, the reorganized department is responsible for publishing NAB Reports and Bulletins, maintaining relations with the press, processing and distributing association literature of general public interest, and operating a news gathering service. It functions under supervision of the Executive Assistant-Public Relations.

Since the year covered by this report coincides closely with the first year of reconversion, the volume of coverage provided by NAB Reports reached a record-breaking level.

At the same time efforts were made to increase the ease and rapidity with which members could read and digest the contents of the Reports.

As an adjunct to Reports, special bulletins were published whenever there was subject matter which required fuller or different coverage from that which could be provided in the weekly Reports.

Special publications were issued from time to time for the information of the membership. Noteworthy in this category was the reprinting of the FCC report on "Public Service Responsibility of Broadcast Licensees."

* * *

LISTENER ACTIVITY DIVISION

Dorothy Lewis

The fundamental long-term objectives of the Listener Activity Division—to acquaint American people with their possession of freedom of the air, to stimulate their intelligent and appreciative cooperation in its development, to improve working relationships with organized groups, to raise the status of the woman broadcaster, and to encourage better use of the medium for youth—are slowly being realized. To further these purposes, we have set up appropriate machinery.

Significant resolutions were passed in 1946 by several national organizations including the United Council of Church Women (11,000,000 members) and the DAR (500,000 members).

The Coordinator of Listener Activity was invited to numerous national conventions and addressed several.

During the past year, the Assn. of Women Directors, subsidiary of NAB, has made rapid strides in all phases of its activity. The membership now numbers over 1,000 on 500 NAB stations in 350 cities. Members include broadcasters and women executives in all departments of radio station operation. Besides the national officers, there are 17 District Chairmen and State Chairmen.

A number of district meetings have been held and more are scheduled for the fall of 1946.

The collaboration of top AWD members is being sought by the Women's Division, Dept. of Labor, in their presentation, "Women in Radio," to be released in the fall of 1946.

Each year, the AWD inaugurates a national project at a luncheon in New York. This year the theme "Women's Responsibility in the Communicative Arts" was chosen to help in developing an informed public opinion. Many national presidents, broadcasters, and notables were included in the 1,000 guests. Awards were made to four women in other media for distinguished service.

During the spring of 1946, AWD devoted much of its time, both on the air and in extra-curricular activity, to the President's Famine Emergency Committee. A session was held at the Ohio Institute for Education by Radio.

1945-46 marks definite progress in the development of Radio Councils and similar Listener Group projects. Broadcasters are showing interest in the opportunities which the Radio Council plan affords for education of listeners in the American system of broadcasting, program promotion, and the "free time" problem.

As of October 1946 there are about 42 Radio Councils with a combined membership of 7,000,000 representing about 100 national and local organized groups.

A collection of typical children's programs has been issued by NAB under the title "Program Patterns for Young Radio Listeners." It includes program listenings and descriptions of 600 series, broadcast over 400 stations. A large file of children's programs is available at the NAB New York office. Radio Councils "Youth Interest Committees" have conducted many meetings on the subject during the year.

NAB cooperates with various groups who make annual radio awards. Over a period of years the industry has worked closely with the George Foster Peabody Foundation. To increase the number of entries and to aid in securing a larger sample of programs from more stations, listening posts were established in 1943.

During the past year the Coordinator of Listener Activity has traveled 25,000 miles addressing conventions and conferences, holding small group meetings, AWD meetings.

* * *

WEST COAST OFFICE

Robert C. Coleson

The Hollywood office was established February 1, 1946.

During the period covered by this report, in addition to luncheon meetings and personal visits with stations in the greater Los Angeles area, the director of the Hollywood office has held luncheon meetings and made visits to sta-

(Continued on page 234)

Pledge

FOR

TOMORROW

Mutual is *twelve*... and in twelve years we've had time to *do* and to *learn* a lot of things about network broadcasting. What we've done is history. What we've learned is more important—how to become a better network—by living up, better, to our responsibilities to our listeners; providing opportunities to artists and writers; by delivering improved service to our stations, sponsors and advertising agencies. This, then, is our Pledge for Tomorrow. Happily, we have the experienced people to carry it out. Many of our men and women have been with us for years—others only a comparatively short time—but they are all alive to our responsibilities, they all stand behind our Pledge.

THE LISTENER AND ARTIST

Always we have worked to give our listeners an ever-widening choice in listening in public service and educational as well as sheer entertainment programs. We will continue to seek out and develop new programs, to attract top-name artists and writers and to encourage new ones. And we'll continue to give right-of-way to free speech.

We have another responsibility: to bring network radio to communities which had never had it on a satisfactory basis. That is why we've added so many stations—become the network with the most one-station cities. We will continue adding until we reach all the people.

FOR SPONSOR AND AGENCY

Our No. 1 goal here is to deliver coverage where it is most productive. We are very strong in many top markets—in others, competitive. We are particularly strong in more than 220 Mutual "one-station" markets which account for 24.8% of the nation's radio homes and where we capture more than 50% of the audience, day and night. And now that FCC grants are on the way—we will be able to plug our weak spots and add to our strength.

Our second goal is to deliver more for the sponsor's money. This we are already doing—and will continue to do, in even larger measure.

OUR AFFILIATES

Our programming and sales, has made Mutual a better network for our affiliates. We have more than 359 stations and the size of our average sponsored hook-up has increased each year. We will continue to be this kind of network, so that we may some day have 400 or more stations.

In days ahead, we will work at these pledges. We hope and expect you will hold us to them.

Mutual

Broadcasting System

WORLD'S LARGEST NETWORK

All Schools Radio-Equipped Is Goal

Office of Education And RMA Cooperate In Campaign

RADIO receiving equipment in every classroom and sound equipment in every school are goals of a campaign started by the U. S. Office of Education in cooperation with the Radio Manufacturers Assn. [CLOSED CIRCUIT, Sept. 30]. The campaign eventually will provide a vast training ground for studio, technical and talent personnel.

Authorative guide for educators and manufacturers in carrying out the campaign is provided in a brochure "School Sound Systems," published jointly by the two organizations. The brochure will be distributed to schools and education officials as well as dealers, electrical contractors and manufacturers.

For the first time educators and manufactuers have basic standards for installation of latest audio educational devices in old schools or structures not yet built, the standards having been adopted after months of research. Leading educators and representatives of manufacturers conducted the research under sponsorship of RMA.

Recalling that broadcasting has progressed rapidly since pioneer teachers first offered programs to their classes, the brochure explains that general use of production and recording equipment along with installation of complete recording and studio facilities, is just getting under way in public, parochial and private schools.

Brochures Distributed

The Office of Education is distributing copies of the brochure, along with a letter from Commissioner John W. Studebaker, to over 30,000 city, county and State school superintendents, boards of education, colleges and universities, school architects and other interested groups. Radio manufacturers also are distributing the brochures, one firm alone having ordered 10,000.

Difficulty of obtaining adequate program-receiving facilities has been one of the discouraging elements in classroom use of broadcasting, it is stated. With development of new audio instructional devices and growing realization of their value in the classroom, the brochure is designed to provide protection against purchase of incorrectly designed equipment as well as incorrect use of equipment.

In explaining how experience in use of equipment should be shared by educators, the brochure suggests that information be sent to such groups as the Radio Section of the Office of Education, Assn. for Education by Radio and departments of the National Education Assn., along with State education groups.

"In the swift growth of communication arts within this generation," the brochure states, "listening as an exercise and as a part of learning and living situations has become recognized as being of paramount importance. Those charged with the responsibility for schools being built, schools being remodeled and schools being re-equipped must consider the problems associated with sound transmission and amplification in the development of plans.

"Schoolmen have come to know the importance of developing a generation of intelligent listeners who will appraise the spoken word accurately and listen objectively. This will be accomplished through the development of good listening habits in school, in school-associated activities, and in homes."

Four Systems

The brochure suggests four general systems for schools: 1, two-channel centralized system; 2, single-channel centralized system; 3, auxiliary system for use in auditoriums and/or gymnasiums, and/or cafeterias; 4, auxiliary system for workshop.

In suggesting ways of utilizing school broadcast facilities, the brochure suggests, among other things, that it be used to distribute broadcasts to selected classrooms. Mentioned are newscasts, programs suitable to a particular course, school-of-the-air broadcasts, programs by selected personalities, major addresses and events, musical programs, foreign language broadcasts, shortwave programs.

Pupils learn not only to take part in programs, either for direct school broadcasts or on playback records, it is stated, but they may also learn the technical side of broadcasting through student operation and control of the equipment. Furthermore they could use the system during election campaigns in student government as well as in school forums, it is suggested. A self-perpetuating student group will provide opportunity for writing for audio presentation and microphone performance.

In his letter accompanying the booklet Dr. Studebaker said:

"The enclosed booklet is a product of an intensive study just completed by the Joint Committee on Standards for School Audio Equipment—a committee formed two years ago at the invitation of this office for the continuing study of school audio equipment needs. Without mentioning the product of any particular manufacturer, this booklet presents the best thinking of both manufacturers and the U. S. Office of Education. I believe you will find it helpful as a guide to the planning and installation of varied types of classroom equipment and central radio sound systems.

"The committee responsible for this study is composed of educators recognized as authority on equipment of this type for school use and representatives of major school radio equipment manufacturers. This provided a practical working arrangement by which educators and manufacturers could apply their combined resources for the solution of problems of mutual concern.

"Dr. Franklin Dunham, chief, educational uses of Radio, U. S. Office of Education, will be glad to receive any suggestions that you may have to offer after you have read the booklet."

Participating in preparation of the brochure were: Dr. R. R. Lowdermilk, Radio Section, Office of Education; Dr. C. H. Lake, past president of National Education Assn. and superintendent of Cleveland schools; Dr. N. A. Neal, chairman of equipment committee, Assn. for Education by Radio; Max U. Bildersee, supervisor for audio education, N. Y. State Education Dept.; Lee McCanne, chairman of RMA School Equipment Committee and vice president of Stromberg-Carlson Co.; C. F. Gill, General Electric Co.; A. K. Ward, RCA Victor Division; Henry F. Kuhlman, Western Electric Co.; James D. Secrest, RMA director of publications.

NAB Reports

(Continued from page 232)

tions in Salt Lake City, Denver, Seattle, and Tacoma.

He has attended special district meetings at Reno, Nev., and at Monterey, Calif.

He arranged and handled invitations for Judge Miller's luncheon meeting with Eric Johnston, Byron Price and members of the Board of Directors of MPAA on June 19, 1946.

He attended two meetings with the NAB advisory committee on the motion picture "Magic in the Air," and several meetings with Jerrold Brandt, producer of the picture, and Committee Chairman Ryan and still another meeting, on the same subject with Brandt, Judge Miller, and Don Petty.

He cooperated with the Los Angeles Advertising Club and the Los Angeles Chamber of Commerce in handling Judge Miller's appearance at his reception at the California Club on June 17, and as principal speaker addressing the combined Advertising Club and Chamber of Commerce on June 19, handling all press releases to trade publications and newspapers.

He cooperated with the Southern California Broadcasters Association in arranging for their dinner at the Ambassador Hotel on June 19, honoring Judge Miller.

At the Board meeting of August 6-8, 1946, the Director of the Hollywood office was named Assistant to the President.

* * *

ENGINEERING DEPT.
James L. Middlebrooks

The major project of the NAB Engineering Dept. during the past year has been the preparation of the new NAB Engineering Handbook. The old engineering handbook was first published in 1935, with supplements and revisions in 1938 and 1941.

In recent years, there has been a vast increase in the amount of technical information published and generally made available. The Executive Engineering Committee, in planning the new handbook, has recognized this trend and, therefore, felt that the new edition, to be of maximum value to operating engineers, should represent, insofar as possible, a gathering together within one cover of previously published material pertinent to broadcast station construction and operation. In other words, the value of technical information already published could be considerably enhanced by making it readily available to broadcast engineers.

In addition to the previously published material, the industry has been canvassed for original technical papers of value to broadcast engineers. Obviously, it is impossible to gather such a great mass of technical writing into a single volume and, to solve this limitation of space, an extensive bibliography has been prepared of technical papers which are readily available in other publications.

The Broadcast Engineering Conference was resumed in March of this year under the joint auspices of Ohio State U., U. of Illinois, Institute of Radio Engineers, and the NAB. The NAB Engineering Dept. was active in the formulation of plans for the conference and in the handling of publicity.

The Director of Engineering has served as the Chairman of the RMA Subcommittee on AM Satellite Broadcast Transmitters. The committee completed the formulation of proposed standards for Satellite AM transmitters in December, 1945. Further work of the committee is awaiting the results of experimental operation. Much of the committee's work will accrue to the benefit of FM and Television broadcasters as well as to AM operation.

The Director of Engineering has served as Vice-Chairman of the Radio Technical Planning Board.

During the period of this report, Howard S. Frazier was director of Engineering until Dec. 31, 1945 when he resigned. From then until July 1, 1946, Mr. Frazier was retained as acting director.

"CYL-RAY"--FM ANTENNAS

Cover the Field

1. Self-Supporting—bolts to any tower top or structure.
2. Minimum Wind Loading and Upkeep.
3. No arms, loops or breakable parts.
4. Broad Band Antenna—Factory Pretuned to your assigned Frequency—to give you maximum efficiency.
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Or

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Decisions . . .

OCTOBER 11
ACTION IN DOCKET CASES
AM—1490 kc

I. K. Corkern, Bogalusa, La.—Issued order making final grant CP new station 1490 kc, 250 w, conditioned on filing within 30 days application specifying transmitter site and antenna system which will comply with Commission's standards. Mutually exclusive application of John L. Plummer Enterprises for same facilities denied.

OCTOBER 11
BY COMMISSION EN BANC
Assignment of License

KYSM Mankato, Minn.—Granted consent to voluntary assignment of license of KYSM and conditional grant of FM station, to a newly formed co-partnership consisting of six members of one family, in contract to assignor which was also a co-partnership composed of but three members of the same family. No monetary consideration involved.

Assignment of License

WONS Hartford, Conn.—Granted consent to voluntary assignment of license of station WONS, from the State Bcstg. Corp. to The Yankee Network Inc., the State Bcstg. Corp. being a 100% subsidiary of Yankee Network.

Assignment of License

WNCA Asheville, N. C.—Granted consent to voluntary assignment of license of station WNCA from a partnership composed of 5 equal partners to a corporation, and to associate with them as a stockholder, C. F. Rabell, the present general manager of the station. All assets, tangible and intangible, and its liabilities are to be transferred to assignee corporation in exchange for capital stock of assignee having a par value equal to the amount of capital contributed by partners to assignor partnership.

AM—1100 kc

Roy Richards, Robert Tisinger, J. E. Duncan and Thomas Carr, a partnership d b as Carroll Bcstg. Co., Carrollton, Ga.—Granted CP for a new station to operate on 1100 kc, 250 w, daytime only, on condition that applicant satisfies legitimate complaints of blanket interference occurring within the 250 mv/m contour and conforms with Sec. 3.46, and subject to waiver of Secs. 3.55(b) and 3.60, and approval of transmitter site and antenna system by CAA.

AM—870 kc

Blue Bonnet Bcstg. Corp., Fort Worth, Tex.—Granted CP for a new station to operate on 870 kc, 250 w, daytime only.*

AM—1490 kc

Lloyd Clinton McKenney and John Joseph Daly, a partnership d b as Carthage Bcstg. Co., Carthage, Mo.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time.*

AM—1490 kc

Western Mass. Bcstg. Co., Pittsfield, Mass.; WBRK Pittsfield, Mass.—Granted CP for a new station to operate on 1490 kc, 100 w, unlimited time, dismissed applications for assignment of license of AM station WBRK, Pittsfield, Mass., and associated FM conditional grant, from Monroe B. England to Western Mass. Bcstg. Co., and granted application for assignment of license of WBRK and associated FM grant, from England to Leon Podelsky under AVCO procedure.

AM—1340 kc

Gene Burke Brophy, Glendale, Ariz.—Granted CP for a new station to operate on 1340 kc, 250 w, unlimited time.*

AM—1400 kc

Gene Burke Brophy, Yuma, Ariz.—Granted CP for a new station to operate on 1400 kc, 250 w, unlimited time.*

AM—1510 kc

Jerene Appleby Harnish, Carlton R. Appleby, Annie M. Potter and Walter Axley, a partnership d b as the Daily Report, Ontario, Calif.—Granted CP for a new station to operate on 1510 kc, 250 w, daytime.*

AM—1340 kc

Connellsville Broadcasters Inc., Connellsville, Pa.—Granted CP for a new station to operate on 1340 kc, 250 w, unlimited time.*

AM—1230 kc

Century Bcstg. Corp., Johnstown, Pa.—Granted CP for a new station to operate on 1230 kc, 250 w, unlimited time.*

AM—1230 kc

McMinnville Bcstg. Co. Inc., McMinnville, Tenn.—Granted CP for a new station to operate on 1230 kc, 150 w, unlimited time.

AM—1290 kc

Port Frere Bcstg. Co. Inc., Wilmington, Del.—Granted CP for a new station to operate on 1290 kc, 500 w, daytime only.

AM—710 kc

Winston-Salem Bcstg. Co. Inc., Winston-Salem, N. C.—Granted CP for a new station to operate on 710 kc, 1 kw, daytime only.*

AM—1170 kc

Radio Bcstg. Associates, Houston, Tex.—Designated for hearing (Comr. Jett voting to Grant), application for a new station to operate on 1170 kc, 250 w, daytime only.

AM—730 kc

Waterloo Bcstg. Co., Waterloo, Iowa—Designated for hearing application for a new station to operate on 730 kc, 500 w, daytime only.

AM—1070 kc

High Point Enterprise Inc., High Point, N. C.—Granted petition requesting dismissal of its petition filed on July 12, entitled "Petition to Dismiss", in re application as applicant has been granted leave to amend its application to request 1070 in lieu of 830 kc.

AM—880 kc

Tar Heel Bcstg. System Inc., Clinton, N. C.—Granted CP for a new station to operate on 880 kc, 1 kw, daytime only. *

AM—1050 kc

Piedmont Service Corp., Alexander City, Ala.—Granted CP for a new station to operate on 1050 kc, 1 kw, daytime only *; also waiver of Secs. 3.55 (b) and 3.60 required.

AM—1540 kc

James W. Bradner, Jr., Galveston, Tex.—Granted CP for a new Class II station to operate on 1540 kc, 1 kw, daytime only. *

AM—1290 kc

Cream City Bcstg. Co., Milwaukee, Wis.—Granted CP for a new station to operate on 1290 kc, 1 kw, daytime only; * also waiver of Sec. 3.55 (b) granted.

AM—890 kc

State Bcstg. Co., Oklahoma City, Okla.—Granted CP for a new station to operate on 890 kc, 1 kw, daytime only. *

AM—800 kc

Independent Bcstg. Corp., Knoxville, Tenn.—Granted CP for a new station to operate on 800 kc, 1 kw, daytime only. *

Modification of CP

KCBD Lubbock, Tex.—Granted modification of CP for approval of different directional antenna (DA-2), change in transmitter location and change in transmitter for new station, subject to applicant's utilizing the modulation and frequency monitors proposed by his original application or his being granted waivers of Secs. 3.55 (b) and 3.60 of Rules pending availability of approved types.

AM—790 kc

KVOS Bellingham, Wash.—Granted modification of CP to provide for a change in transmitter site and changes in antenna system. (The present CP provides for operation on 790 kc, 1 kw, unlimited time, and for installation of a new transmitter and antenna (DA-1) at a new location).

Program Authority

National Bcstg. Co. Inc., New York City—Granted application for extension of permit from Sept. 15, authorizing transmission of programs to Canadian stations for broadcast purposes.

*Subject to condition that applicant files within 60 days an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards.

ACTIONS OF THE FCC

OCTOBER 11 to OCTOBER 16

Petition

Hugh Shurtliff, Santa Maria, Calif.—Adopted an order dismissing "protest" which is in effect a petition for rehearing, filed Aug. 5, by Shurtliff, one-third partner of station KSMA, directed against the Commission's action of May 24 granting without hearing application of News Press Pub. Co. for a new station at Santa Maria.

AM—1590 kc

WLOW Portsmouth, Va.—Granted petition requesting that its application to modify its CP to change from 1590 kc 1 kw, daytime only, to 1010 kc, 5 kw, U, DA, be designated for hearing in a consolidated proceeding with WHOW Inc., Baltimore, etc; ordered that said application of WLOW be designated for hearing in the consolidated proceeding with application of WHOW Inc. and Radio-Television of Baltimore, Inc., and amended the order of May 16 designating these applications for hearing, to include said application of WLOW.

Petition

WQXR New York City—Denied petition requesting an indefinite continuance of hearing now scheduled for Oct. 30 in Washington, on applications of Lake Bcstg. Co. Inc., Gary, Ind., and New Laurel Radio Stations, Inc., Laurel, Miss.

OCTOBER 11
BY COMMISSION EN BANC
AM—1450 kc

Marshall Bcstg. Co., Marshall, Tex.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time, subject to the waiver of Sec. 3.55 (b) and 3.60, to compliance with Sec. 3.46, and CAA approval of transmitter site and antenna system.

BY THE SECRETARY

WSBT South Bend, Ind.—Granted modification of CP for extension of completion date to 4/6/47.

KFVD Los Angeles, Calif.—Granted application B5-Z-1869.

WBRY Waterbury, Conn.—Granted modification of CP for extension of completion date to 1-3-47.

WCBS Springfield, Ill.—Granted CP to install a new vertical antenna and change transmitter location to South 4th 3000 (Southern View), Springfield, Ill.

WNEB Worcester, Mass.—Granted modification of CP for approval of antenna and approval of transmitter and studio locations at 507 Main St., Worcester.

KIST Santa Barbara, Calif.—Granted modification of CP for approval of antenna and for approval of transmitter and studio location at Benj. Franklin Bldg., 733 State St., Santa Barbara.

WSB Atlanta, Ga.—Granted CP to install a new type of transmitter.

WFOR Hattiesburg, Miss.—Granted CP to install new vertical antenna with FM antenna mounted on top; make changes in ground system, and change transmitter location (same designation).

WATZ Alpena, Mich.—Ganted modification of CP for approval of antenna, approval of transmitter and studio location at Mich. Highway 32 at West City limits, Alpena Twp., Mich. Sec. 3.55 (b) and 3.60 waived; conditions.

KSNM Santa Fe, N. M.—Granted modification of CP for approval of antenna and approval of transmitter location at corner of Cienega and Marcy Sts., Santa Fe.

KIOX Bay City, Tex.—Granted modification of CP to install a new transmitter, make changes in antenna and extend commencement and completion dates to 60 days after date of grant and 180 days thereafter, respectively.

WSBR Superior, Wis.—Granted modification of CP to change corporate name from WFCB Inc. to WSBR Inc. Secs. 3.55 (b) and 3.60 waived; conditions.

WNEL San Juan, P. R.—Granted modification of CP for extension of completion date to 3-23-47.

KGEM Boise, Idaho—Granted modification of CP to change type of transmitter, for approval of antenna, and approval of transmitter and studio locations at 4th Ave. and Roosevelt St., Boise, and Owyhee Hotel, 11th at Main St., respectively; Sec. 3.60 of rules waived; conditions.

KTBI Tacoma, Wash.—Granted modification of CP for approval of antenna and approval of transmitter location at S. Pine and Hood Sts., Tacoma.

KDNT Denton, Tex.—Granted CP to make changes in antenna and mount FM antenna on top of AM tower.

WQUA Moline, Ill.—Granted modification of CP to change type of transmitter.

KCRT Trinidad, Colo.—Granted license to cover CP which authorized a new station on 1240 kc, 250 w, U, also authority to determine operating power.

WTBF Troy, Ala.—Granted modification of CP to make changes in antenna and change type of transmitter, and extend commencement and completion dates to 30 days after grant and 180 days thereafter, respectively; subject to condition that permittee shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation.

WFVL Hollywood, Fla.—Granted modification of CP to change type of transmitter, for approval of antenna and approval of transmitter location at Sunny Isle Road, nr. Sunny Isle Boat Works, Hollywood.

WTAD Quincy, Ill.—Granted CP to install a new transmitter.

KBMY Billings, Mont.—Granted modification of CP to install a new type of transmitter. (B5-MP-2100). Sec. 3.35 (b) waived; conditions.

OCTOBER 14
ACTION ON MOTIONS
BY COMMISSIONER WALKER

KPMC Bakersfield, Calif.—Granted petition for leave to intervene in the hearing upon application of El Paso Bcstg. Co., which is presently scheduled for hearing on Oct. 31; exceptions noted by counsel for El Paso Bcstg. Co.

Fort Orange Bcstg. Co., Inc., Albany, N. Y.—Granted petition to dismiss without prejudice application for a new station.

WKNB New Britain, Conn.—Dismissed as moot, petition for leave to take depositions in hearing upon its application for CP.

Foundation Co., Philadelphia, Pa.—Dismissed as moot request to intervene in the hearing on application of WCBM and The Tower Realty Co.

Arthur S. Feldman, Ft. Wayne, Ind.—Granted petition for leave to amend his application for CP so as to substitute the Community Bcstg. Corp. as the applicant in place of Arthur S. Feldman; the amendment was accepted and the issues in this proceeding dated Aug. 1 were amended accordingly, exceptions noted by counsel for Homer Rodeheaver.

Mansfield Journal Co., Mansfield, Ohio—Granted petition for leave to amend application for FM CP so as to supply additional engineering information.

Shawnee Bcstg. Co., Chillicothe, Ohio—Granted petition for leave to amend its application for CP so as to add to the application an engineering exhibit containing field intensity measurements. The amendment was accepted and application removed from hearing docket.

Piedmont Pub. Co., Winston-Salem, N. C.—Granted petition insofar as it requests a continuance of hearing on FM application presently scheduled for Oct. 14, and continued same to Dec. 9. Dismissed as moot that portion of petition requesting severance of its application from consolidated proceeding.

Oscar C. Hirsch, Flat River, Mo.—Granted petition for leave to amend his application for CP so as to specify 1250 instead of 1450 kc. The amendment was accepted and application as amended removed from hearing docket.

The Donze Co., Ste. Genevieve, Mo.—The Commission, on its own motion, removed from the hearing docket application for a new station, heretofore consolidated with Hirsch application above.

Greensboro Bcstg. Co. Inc., Greensboro, N. C.—Granted petition for continuance of hearing on application for FM station, and continued said hearing from Oct. 14 to Dec. 16 at Winston-Salem, N. C.

Central Conn. Bcstg. Co., New Britain, Conn.—Granted petition for leave to amend its application so as to specify a

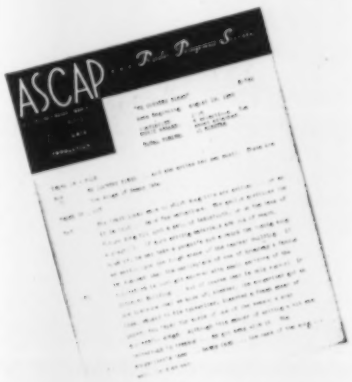
(Continued on page 240)

Release Amended

FCC has announced amendment to its release of Oct. 7 so that the item referring to Foundation Co. of Washington should show inclusion in the consolidated hearing of application of Monroe Bcstg. Co. to change hours from day to unlimited, increase power from 250 w to 500 w night, 1 kw day, install new transmitter and change transmitter location; install directional antenna for day and night.

ASCAP

and radio programming



Music is undoubtedly the greatest ally the American broadcaster has. Through its wise use, radio builds dreams, creates suspense, provides romance, echoes memories, and is always able to attract an audience. Appropriate music is the one ingredient of showmanship upon which the broadcaster can always rely. It is timeless and universal.

In ASCAP radio has the finest reservoir of all kinds of music, easily and immediately available. For more than thirty years, the Society's repertoire has been increasing, so that today it represents the very best in all music fields.

The problem of radio programming has always been of interest to the Society. More than four years ago ASCAP originated its famous Program Service, designed to provide broadcasters with interesting, salable programs. More than 600 satisfied broadcasters are using this service today.

The thousands of dollars worth of research which has been accumulated through the preparation of these programs, together with our vast musical repertoire, is now available to broadcasters and advertising agencies, to aid in the development of worthwhile radio shows. We believe that good music makes good radio—and ASCAP music is the best.

Representing the music creators, the Society is at the service of the music users.

The American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N. Y.

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NBC Radio Recording invites you one and all to . . .

Advertisers, agencymen and radiomen, this is *your* invitation to stop in while attending the NAB Convention *(Rooms 822 and 824, Palmer House)* and hear NBC Radio. Recorded programs that can become yours *exclusively* in *your own town.*

Be seein' you, we hope! But if you can't be there, use coupon opposite for your copies of two important booklets just off the press, titled "Why Choose NBC Thesaurus?" and "How Can NBC Syndicated Programs Help Me?".

NBC Thesaurus Musical Toppers . . . exclusive to subscribers

AS AN NBC THESAURUS SUBSCRIBER, YOU FALL HEIR TO SUCH OUTSTANDING PROGRAMS AS THESE:

Norman Cloutier and His Memorable Music
The Golden Gate Quartet
The Edwin Franko Goldman Band
The Jumpin' Jacks with Patti Dugan
Sammy Kaye and His Orchestra
Richard Leibert at the Console
Vincent Lopez and His Music
The Music of Manhattan
Music Hall Varieties
The Novatime Trio
Allen Roth and His Symphony of Melody
The Salon Concert Players

These top-of-the-ladder programs actually owe their birth to radiomen all over the nation. For they are the crystallization of *your* suggestions for the ideal musical library PLUS!

ADIO ENTERTAINMENT–NBC RECORDED

Those who build their programming around NBC Syndicated Recorded shows are able to offer listeners big-time programs on a limited budget.

★ NBC Syndicated shows are produced like network programs.

★ All have behind them the writing, production, recording and unmatched facilities of the National Broadcasting Company.

★ The cost to the individual sponsor is infinitesimal compared with the cost of producing the show.

★ Each NBC Syndicated program is sold on an exclusive contract in each city.

★ All are complete, ready to go on the air with the addition of local commercials.

OVER 500 STATIONS ARE USING NBC SYNDICATED PROGRAMS LIKE THESE:

The Playhouse of Favorites

The Haunting Hour

A House in the Country

Mercer McLeod . . . the Man with the Story

Carlson Robison and His Buckaroos

Reflections

Happy the Humbug

Allen Prescott . . . the Wife Saver

Art Van Damme Quintet with Louise Carlyle

The Three Suns and a Starlet

Time Out for Fun and Music

Stand By for Adventure

Through the Sport Glass

The Magic Christmas Window

. . . and 10 other recorded programs for local and regional advertisers

NBC . . Radio-Recording Division

A Service of Radio Corporation of America

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FCC Actions

(*Continued from page 236*)

modified directional antenna pattern, etc. and the amendment was accepted.

Asher Bcstg. Serv. Inc, Quincy, Mass.—Granted petition for waiver of Sec. 1.387 (a) and accepted petitioner's late appearance in re application.

Crawford County Bcstg. Corp., Meadville, Pa.—Granted petition to dismiss without prejudice its application for CP.

Kaw Bcstg. Inc., Topeka, Kans.—Granted petition requesting reinstatement of its application for CP which was dismissed Aug. 30; and the amendment filed simultaneously specifying the frequency 1560 kc with 1 kw, U. was accepted; dismissed petition insofar as it requests grant of application as amended.

Hub Bcstg. Co., Lubbock, Tex.—Granted petition to dismiss without prejudice application for a new station.

South Plains Bcstg. Co., Lubbock, Tex.—The Commission, on its own motion, removed from the hearing docket application which was consolidated with Hub application above.

Ojai Bcstg. Co., Ventura, Calif.—Granted petition for continuance of hearing on its application for CP, and continued hearing presently scheduled for Oct. 15 to Dec. 16.

Southeastern Mass. Bcstg. Corp., New Bedford, Mass., Narragansett Bcstg. Co., Fall River, Mass.—Granted petition requesting 20-day extension of time within which to file Proposed Findings in re their applications (Docket 7053, etc.), and the time was extended from Oct. 15 to Nov. 5.

KNOE Monroe, La.—Granted petition for continuance of hearing on application for modification of CP and said hearing was continued from Oct. 25 to Nov. 27.

Walter L. Edwards, Porterville, Calif.—Granted petition to dismiss without prejudice application for CP.

Southern Wyo. Bcstg. Co., Rawlins, Wyo.—Granted petition for leave to amend its application for CP so as to specify the frequency 1340 instead of 1230 kc. The amendment was accepted and application as amended removed from the hearing docket.

Rawlins Bcstg. Co., Rawlins, Wyo.—The Commission, on its own motion, removed from the hearing docket application for CP, heretofore consolidated with application of Southern Wyo. Bcstg. Co.

Pacific Coast Bcstg. Co., Pasadena, Calif.—Granted petition to dismiss without prejudice application for a new FM station.

KDAL Duluth, Minn.—Granted petition to transfer hearing on application for renewal of license and CP now scheduled for Nov. 16, from Duluth to Washington, to be held on the same date.

Commonwealth Bcstg. Corp., Portsmouth, Va.—Dismissed petition requesting leave to amend its application for modification of CP so as to specify 5 kw day and night, instead of 1 kw day only, etc.

49'er Bcstg. Co., Grass Valley, Calif.—Granted petition for leave to amend its application for CP so as to make minor corrections in various paragraphs of application.

The Tri-State Bcstg. Co., Cumberland, Md.—Granted petition for leave to amend its application for CP so as to specify 1230 kc instead of 1340 kc, the amendment was accepted and application as amended removed from the docket.

KQW San Jose, Calif.—Granted petition for leave to amend its application for CP so as to show the main studio will be located in San Francisco instead of San Jose, etc. and the amendment was accepted.

Radio Peoria Inc., Peoria, Ill.—Granted petition to continue hearing on application for CP presently scheduled for Nov. 1, and continued same to Dec. 2.

The Bay Bcstg. Co., Sandusky, Ohio—Granted petition for leave to intervene in the hearing on application of Mansfield Bcstg. Co., presently scheduled for Nov. 6.

Lake Erie Bcstg. Co., Mansfield, Ohio—Same.

The Sandusky Bcstg. Co., Sandusky, Ohio; Lake Erie Bcstg. Co. and The Bay Bcstg. Co, Sandusky, Ohio—Granted petition for continuance of consolidated hearing in re Docket 7003, etc., presently scheduled for Oct. 14, and said further hearing was continued to Oct. 28 at Columbus.

Mt. Vernon Radio and Television Co., Mt. Vernon, Ill.—Granted petition for leave to intervene in the hearing on application of WISH.

WHOW Inc., Baltimore, Md.—Granted petition to dismiss without prejudice its application for CP.

Sun River Bcstrs. Inc., Great Falls, Mont.—The Commission, on its own motion, ordered that this application be removed from the hearing docket.

Alamance Bcstg. Co. Inc., Burlington, N. C.—Granted petition to dismiss without prejudice its application for CP.

* * *

The Commission, on Oct. 11, ordered that the hearing on applications of Hearst Radio, Inc., The Tower Realty Co. and Radio-Television of Baltimore, Inc., for new FM station in Baltimore, presently scheduled for Oct. 21, be continued until a date and place to be specified by a subsequent order of the Commission.

* * *

WMBH Joplin, Mo.; Four State Bcstrs. Inc., Joplin, Mo.—The Commission, on its own motion, ordered the hearing on these applications be scheduled for Nov. 12, in Washington. (Action by Comr. Jett 10/8).

Albany Bcstg. Co. Inc., Albany, N. Y.—Granted petition for continuance of consolidated hearing presently scheduled for Oct. 14, to Nov. 13, (Action by Comr. Jett 10/9).

BY COMMISSIONER WAKEFIELD

Charlotte Bcstg. Co. Charlotte, N. C.—Granted request to dismiss its petition requesting leave to amend its application for CP.

WBTM Danville, Va.—Granted petition for leave to amend its application for CP so as to specify frequency 1330 kc, 5 kw day, 1 kw night with DA-N, instead of 1390 kc, 1 kw, U, DA. The amendment was accepted and application removed from hearing docket.

Charlotte Bcstg. Co., Charlotte, N. C.—Denied petition requesting dismissal without prejudice of its application for CP.

Louisiana Bcstg. Co. New Orleans, La.—Granted petition for leave to amend its application for CP so as to specify 1540 kc with 50 kw, DA, in place of 1580 kc, 1 kw, DA-N. The amendment was accepted and application as amended removed from hearing docket.

Granted petition of LCB, Inc. Lorain, Ohio, for continuance of hearing now scheduled for Oct. 7 at Lorain to Nov. 15 at Amherst, Ohio, and Nov. 16 at Lorain, Ohio, in re appls. in Dockets 7496 and 7495.

WMTW Portland, Me.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at 212 Middle St., Portland, Me. Waiver of Secs. 3.55(b) and 3.60 of Rules granted; conditions.

OCTOBER 14

ACTIONS IN DOCKET CASES

AM—1240 kc

Capitol Bcstg. Co., Nashville, Tenn.—Order making final grant CP new station 1240 kc, 250 w, unlimited.

AM—1450 kc

Murfreesboro Bcstg. Co., Murfreesboro, Tenn.—Order making final grant CP new station 1450 kc, 250 w, unlimited.

* * *

(Commission simultaneously announced denial of applications of Tennessee Radio Corp., Tennessee Broadcasters, Nashville Radio Corp., and J. W. Birdwell, all for new station in Nashville.)

Applications . . .

OCTOBER 11

AM—680 kc

WRNY Rochester, N. Y.—CP to change hours of operation from daytime to unlimited time, increase power from 250 w day to 500 w night, 1 kw day, install new transmitter, directional antenna for day and night use and change transmitter location.

AM—750 kc

Andrew Jarema and Frank H. Altdoerffer, a partnership d/b as The Binghamton Broadcasters, Binghamton, N. Y.—CP new standard broadcast station to be operated on 590 kc, 500 w and daytime hours of operation—AMENDED: to change frequency from 590 to 750 kc, change power from 250 w to 1 kw, change type transmitter and make changes in antenna.

FM—100.9 mc

The Fairfield Bcstg. Co., Danbury, Conn.—CP for a new FM broadcast station to be operated on channel 265, 100.9 mc and coverage of 10,780 sq. mi.

AM—1540 kc

WKMH Dearborn, Mich.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location and to change studio location.

AM—1340 kc

Harry J. W. Kiessling, Carl F. Stroehmann, Frank E. Plankenhorn and William P. Wilson, a partnership d/b as Williamsport Radio Bcstg. Associates, Williamsport, Pa.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change name of applicant from Harry J. W. Kiessling, Carl F. Stroehmann, Frank E. Plankenhorn and William P. Wilson, a partnership d/b as Williamsport Radio Bcstg. Associates to Harry J. W. Kiessling, Carl F. Stroehmann and William P. Wilson, a partnership d/b as Williamsport Radio Bcstg. Associates.

FM—99.9 mc

Central Bcstg. Co. Inc., Johnstown, Pa.—CP for a new FM broadcast station to be operated on channel 260, 99.9 mc and coverage of 21,100 sq. mi.

Video—76-82 mc

Crosley Bcstg. Corp., Dayton, Ohio—CP new commercial television broadcast station to be operated on channel 5, 76-82 mc, ESR of 1920 and power of visual 10 kw (peak), aural 10 kw—AMENDED: to make changes in antenna system.

Video—66-72 mc

Crosley Bcstg. Corp., Cincinnati, Ohio—CP new commercial television broadcast station to be operated on channel 4, 66-72 mc, ESR of 8630 and power of visual 50 kw and aural 50 kw—AMENDED: to make changes in antenna system.

Video—60-66 mc

Crosley Bcstg. Corp., Columbus, Ohio—CP new standard broadcast station to be operated on channel 3, 60-66 mc, ESR of 6850 and power of visual 50 kw (peak) aural 50 kw—AMENDED: to make changes in antenna system.

AM—850 kc

WTNB Birmingham, Ala.—CP to change frequency from 1490 to 850 kc, increase power from 250 w to 1 kw, 5 kw day, install new transmitter and directional antenna for night use and change transmitter and studio locations.

AM—1400 kc

KCLA Pine Bluff, Ark.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location and to change studio location.

AM—1540 kc

Roy Hofheinz and W. N. Hooper, a partnership d/b as Louisiana Bcstg. Co., New Orleans, La.—CP new standard broadcast station to be operated on 1580 kc, 5 kw, directional antenna and unlimited hours of operation—AMENDED: to change frequency from 1580 to 1540 kc, increase power from 5 to 50 kw, make changes in directional antenna, change type transmitter and change transmitter location from New Orleans to Mandeville, La.

AM—790 kc

East Tennessee Bcstg. Co., Johnson City, Tenn.—CP new standard broadcast station to be operated on 790 kc, 1 kw and daytime hours of operation.

AM—890 kc

Rutherford County Bcstg. Corp., Forest City, N. C.—CP new standard broadcast station to be operated on 890 kc, 1 kw and daytime hours of operation.

AM—1000 kc

KGRI Henderson, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter and studio locations.

AM—1340 kc

KAND Corsicana, Tex.—Modification of license to change studio location.

AM—1400 kc

WFTL Fort Lauderdale, Fla.—License to cover CP as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1470 kc

Civic Bcstg. Corp., Anderson, Ind.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter location and to specify studio location.

AM—1230 kc

WQUA Moline, Ill.—License to cover CP as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

KBMY Billings, Mont.—License to cover CP as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

KVNU Logan, Utah—Transfer of control of licensee corporation by redistribution of 14,994 shares of stock among present stockholders.

AM—810 kc

KGO San Francisco, Calif.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna, for day and night use and change in transmitter location, to make changes in directional antenna and change type of transmitter.

AM—1020 kc

KFVD Los Angeles, Calif.—Modification of CP as modified which authorized installation of new transmitter and antenna, increase in power and change transmitter location, for extension of completion date.

FM—96.1 mc

KMPC, The Station of the Stars Inc. Los Angeles, Calif.—CP new metropolitan FM broadcast station to be operated on channel 241, 96.1 mc or as assigned and coverage to be determined—AMENDED: to change coverage from to be determined to 22,447.35 sq. mi. transmitter location, specify population as 3,307,469, change type of transmitter and make changes in antenna system.

FM—104.1 mc

Burbank Broadcasters Inc., Burbank Calif.—CP new FM broadcast station to be operated on channel 281, 104.1 mc or as specified by chief engineer of FCC.

Application Returned:

AM—900 kc

Thomas E. Danson, Laguna Beach Calif.—CP for a new standard broadcast station to be operated on 900 kc, 250 w and unlimited hours of operation (incomplete).

Applications Dismissed:

AM—1400 kc

John W. Guider, trias White Mountain Radio, Littleton, N. H.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation (request of attorney).

Applications Tendered for Filing:

AM—1270 kc

Eastern Bcstg. Corp., Newport News, Va.—CP new standard broadcast station to be operated on 1270 kc, 1 kw and daytime hours of operation.

AM—1490 kc

WLAT Conway, S. C.—Consent to assignment of license to Herman Lee Hands and Loys Marson Hawley.

AM—1450 kc

KNET Palestine, Tex.—Consent to transfer of control from Billy Averitte Laurie, Ben A. Laurie and Leita More Laurie to Gordon B. McLendon, John Franklin Long and Joe J. Brown.

AM—690 kc

A. L. Chilton, Lenore H. Chilton and James Ralph Wood, a partnership d/b as Sky Bcstg. Service, New Orleans, La.—CP for a new standard broadcast station to be operated on 690 kc, 1 kw and daytime hours of operation.

AM—1430 kc

Andave Radio Co., Milwaukee, Wis.—CP new standard broadcast station to be operated on 1430 kc, 1 kw and daytime hours of operation.

AM—920 kc

Associated Broadcasters Inc., Wadena, Minn.—CP new standard broadcast station to be operated on 920 kc, 1 kw, directional antenna night and unlimited hours of operation.

AM—1400 kc

KAYS Inc., Hays, Kan.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—600 kc

KVCV Redding, Calif.—CP to change frequency from 1230 to 600 kc, power from 250 w to 1 kw, install new transmitter and change transmitter location and install directional antenna for day and night use.

OCTOBER 14

AM—1240 kc

WWCO Waterbury, Conn.—License to cover CP as modified, which authorized a new standard broadcast station; au-

(*Continued on page 242*)

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FCC Actions

(*Continued from page 240*)

thority to determine operating power by direct measurement of antenna power.

AM—1360 kc

WWBZ Vineland, N. J.—License to cover CP as modified, which authorized a new standard broadcast station and for change in studio location; authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WFAU Augusta, Me.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

WKBR Manchester, N. H.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1520 kc

WKBW Buffalo, N. Y.—License to operate auxiliary transmitter on regular basis.

FM—Unassigned

Batavia Bcstg. Corp., Batavia, N. Y.—CP new FM broadcast station to be operated on frequency to be assigned by FCC.

Corporate Name

WGYN New York, N. Y.—Modification of license to change corporate name to WGYN Inc.

FM—Unassigned

Regional Bcstg. Co., Chicopee, Mass.—CP for a new metropolitan FM broadcast station to be operated on frequency to be determined by FCC and coverage of 13.280 sq. mi.—AMENDED: to specify population as 1,254,678, change coverage from 13.280 to 13.437 sq. mi., transmitter site and specify type of transmitter and make changes in antenna system.

AM—1490 kc

Frank W. Wagner, Blackstone, Va.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

FM—Transmitter

WFLD Columbus, Ohio—CP to specify coverage of 13,118 sq. mi., population as 1,042,962, install new transmitter and make changes in antenna system.

AM—1300 kc

KVET Austin, Tex.—License to cover CP as modified, which authorized a new standard broadcast station and for approval of studio location; authority to determine operating power by direct measurement of antenna power.

AM—890 kc

Blackstone Bcstg. Co., Tyler, Tex.—CP new standard broadcast station to be operated on 890 kc, 250 w and daytime hours of operation.

AM—1340 kc

WKUL Cullman, Ala.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

KHOZ Harrison, Ark.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter and to make changes in vertical antenna; license to cover CP as modified, which authorized a new standard broadcast station and for change of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

WBHB Fitzgerald, Ga.—License to cover CP which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WMOC Covington, Ga.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—730 kc

WTIK Durham, N. C.—License to cover CP which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

FM—Transmitter

WBBM-FM Chicago, Ill.—CP to change type of transmitter and make changes in antenna system.

AM—1280 kc

Valley Bcstg. Co., Stockton, Calif.—CP new standard broadcast station to be operated on 1420 kc, 1 kw, directional antenna night and unlimited hours of operation—AMENDED: to change frequency from 1420 to 1280 kc, change type transmitter and make changes in directional antenna.

AM—1360 kc

KGB San Diego, Calif.—CP to increase power from 1 kw to 5 kw, install new transmitter and vertical antenna and change transmitter location—AMENDED: to install directional antenna for day and night use.

AM—1230 kc

KOOS Coos Bay, Ore.—License to cover CP as modified, which authorized installation of new transmitter.

AM—1230 kc

KVOC Casper, Wyo.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location; authority to determine operating power by direct measurement of antenna power.

FM—104.3 mc

James B. Littlejohn, Ogden, Utah—CP new FM broadcast station to be operated on channel 282, 104.3 mc.

Applications Tendered for Filing:

AM—1490 kc

Hope Bcstg. Co., Hope, Ark.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1240 kc

WINK Fort Meyers, Fla.—Consent to transfer of control from Ronald B. Woodyard and Mary W. Martin to United Garage and Service Corporation.

OCTOBER 14

AM—1590 kc

United Bcstg. Co. Inc., Silver Spring, Md.—CP new standard broadcast station to be operated on 1390 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 1390 to 1590 kc and make changes in antenna.

AM—1470 kc

Air Waves Inc., Jamestown, N. Y.—CP new standard broadcast station to be operated on 1470 kc, 1 kw and daytime hours of operation.

Program Authority

American Bcstg. Co. Inc., New York—Extension of authority to transmit recorded programs to all broadcast stations under the control of the Canadian authorities that may be heard consistently in the United States.

FM—47.9 mc

American Bcstg. Co. Inc., New York—CP new FM broadcast station to be operated on 47.9 mc and coverage of 8,950 sq. mi.—AMENDED: to change frequency from 47.9 mc to channel 251, coverage from 8,950 to 9,530 sq. mi. type of transmitter, transmitter location, specify population as 12,369,000 and make changes in antenna system.

FM—Transmitter

WNYC-FM New York—CP to install new transmitter and make changes in antenna system.

FM—Unassigned

Champlain Valley Bcstg. Corp., Albany, N. Y.—CP for a new FM broadcast station to be operated on frequency to be determined by FCC and coverage of 13,640 sq. mi.

FM—Unassigned

Radio Elizabeth Inc., Elizabeth, N. J.—CP new FM broadcast station to be operated on frequency to be assigned by chief engineer of FCC.

AM—910 kc

The Central Connecticut Bcstg. Co., New Britain, Conn.—CP new standard broadcast station to be operated on 910 kc, 5 kw, directional antenna night and unlimited hours of operation—AMENDED: re changes in officers and directors and changes in directional antenna from night use only to day and night use.

FM—101.3 mc

The Yankee Network Inc., Bridgeport, Conn.—CP new metropolitan FM broadcast station to be operated on channel 67, 101.3 mc and coverage not specified—AMENDED: to change coverage from not specified to 8,393 sq. mi. population from not specified to 1,613,499, transmitter location, specify type of transmitter and make changes in system.

AM—1450 kc

Mrs. Agnes Jane Reeves Greer, Dover, Ohio—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1540 kc

P. C. Wilson, Canton, Ohio—CP new standard broadcast station to be operated on 1540 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 1540 to 900 kc, power from 1 kw to 250 w, change type transmitter and location.

FM—Antenna

WKOK-FM Sunbury, Pa.—Modification of CP which authorized a new FM broadcast station, to make changes in antenna system.

AM—670 kc

Western Okla. Bcstg. Co., Clinton, Okla.—CP new standard broadcast station to be operated on 670 kc, 250 w and daytime hours of operation.

AM—840 kc

Oklahoma Agricultural and Mechanical College, Stillwater, Okla.—CP new standard broadcast station to be operated on 760 kc, 10 kw and daytime hours of operation—AMENDED: to change frequency from 760 to 840 kc.

AM—920 kc

WBBB Burlington, N. C.—CP to make changes in antenna and mount FM antenna on top of AM tower.

AM—1010 kc

J. Ray Shute, Olin B. Sikes and James S. Beaty Jr., d/b as Union Bcstg. Co., Monroe, N. C.—CP new standard broadcast station to be operated on 1010 kc, 250 w and daytime hours of operation.

AM—1170 kc

Mid-Carolina Bcstg. Co., Salisbury, N. C.—CP new standard broadcast station to be operated on 1170 kc, 1 kw and daytime hours of operation.

AM—1230 kc

WNOK Columbia, S. C.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter location and specify studio location.

AM—1470 kc

WRGA Rome, Ga.—CP to change frequency from 1490 to 1470 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for night use and change transmitter location.

FM—Unassigned

Thomas N. Beach, Birmingham, Ala.—CP new FM broadcast station to be operated on frequency to be determined

AM—580 kc

La Crosse Bcstg. Co., La Crosse, Wis.—CP new standard broadcast station to be operated on 580 kc, 1 kw, directional antenna and unlimited hours of operation—AMENDED: to change transmitter location.

AM—1450 kc

Arthur S. Feldman, Fort Wayne, Ind.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation—AMENDED: to change applicant from Arthur S. Feldman to Community Bcstg. Corp.

AM—1240 kc

Oscar C. Hirsch, Flat River, Mo.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1450 to 1240 kc.

AM—1560 kc

Kaw Bcstg. Inc., Topeka, Kan.—CP for a new standard broadcast station to be operated on 730 kc, 1 kw, directional antenna night and daytime hours of operation—AMENDED: to change frequency from 730 to 1560 kc, change hours of operation from daytime to unlimited, install directional antenna for night use and change transmitter location.

AM—1490 kc

Louis Wolf, Abbott E. Wolf, J. George Wolf and William Robert Wolf, a partnership d/b as Mason City Bcstg. Co., Mason City, Iowa—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—610 kc

KGGM Albuquerque, N. M.—Modification of CP which authorized change in frequency, increase in power, install new transmitter and make changes in directional antenna for day and night use and change transmitter location, to make changes in directional antenna.

AM—1340 kc

G. Stanley Breqer, tr/as Southern Wyoming Bcstg. Co., Rawlins, Wyo.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1230 to 1340 kc.

AM—740 kc

KQW San Jose, Calif.—CP to change power from 5 to 50 kw, install a new transmitter and make changes in directional antenna for day and night use—AMENDED: to change studio location from San Jose to San Francisco, Calif.

AM—710 kc

KMPC Los Angeles, Calif.—Modification of CP which authorized increase in power, installation of new transmitter and changes in directional antenna for day and night use, to change directional antenna from day and night use to nighttime use only.

FM—Unassigned

Merced Bcstg. Co., Merced, Calif.—CP new FM broadcast station to be operated on frequency to be determined with coverage of 5,941 sq. mi.

FM—Antenna

KWRN Reno, Nev.—Modification of CP which authorized a new FM broadcast station, to make changes in antenna system.

OCTOBER 15

AM—1450 kc

WKXL Concord, N. H.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—1450 kc

Endicott Bcstg. Corp., Endicott, N. Y.

P. O. Capitol Theatre Building, Binghamton, N. Y.—CP new standard station on 1450 kc, 250 w and unlimited hours

FM—Unassigned

Amalgamated Bcstg. System Inc., New York—CP new metropolitan FM station on frequency and coverage as determined by the FCC—AMENDED: to change type of transmitter, specify coverage as 9,060 sq. mi., population as 12,325,000 and make changes in antenna system.

AM—1120 kc

WBCC Bethesda, Md.—Modification of CP which authorized new standard station, to change transmitter location

FM—Unassigned

The Tower Realty Co., Baltimore, Md.—CP new metropolitan FM station on frequency to be determined by FCC and coverage of 12,260 sq. mi.—AMENDED: to change coverage from 12,260 to 11,671 sq. mi., transmitter location, population from 1,981,377 to 1,925,358, changes in directors and stockholders and make changes in antenna system.

FM—Unassigned

Colonial Bcstg. Co., Providence, R. I.—CP new metropolitan FM station on frequency to be assigned by FCC and coverage of 10,630 sq. mi.—AMENDED: to make changes in antenna system.

FM—100.9 mc

The Danbury News-Times Co., Danbury, Conn.—CP new metropolitan FM station on frequency and coverage to be assigned by FCC—AMENDED: to change coverage from to be assigned to 10,780 sq. mi., frequency from to be assigned to channel 265, 100.9 mc, type of transmitter, specify population as 2,568,700 and make changes in antenna system.

AM—1450 kc

WILK Wilkes-Barre, Pa.—Modification of CP which authorized new standard station, to change type of transmitter for approval of antenna and approval of transmitter and studio locations.

AM—830 kc

Abe Lapides, Pontiac, Mich.—CP new standard station on 830 kc, 1 kw and daytime hours.

AM—1340 kc

The Mount Vernon Bcstg. Co., Mount Vernon, O.—CP new standard station on 1340 kc, 250 w and unlimited hours

AM—800 kc

WWPF Palatka, Fla.—Modification of CP which authorized a new standard station, for approval of antenna, to change type of transmitter, approval of transmitter location and specify studio location.

AM—1190 kc

Trinity Bcstg. Corp., Oak Cliff, Tex.—CP new standard station on 1190 kc, 1 kw and daytime hours.

AM—1320 kc

WKAN Kankakee, Ill.—Modification of CP as modified, which authorized a new standard station to change type of transmitter.

AM—1020 kc

Family Bcstg. Corp., Minneapolis, Minn.—CP new standard station 1020 kc, 10 kw and daytime hours.

AM—580 kc

Chippewa Valley Radio and Television Corp., Eau Claire, Wis.—CP new standard station on 580 kc, 1 kw night, 5 kw day and unlimited hours.

AM—1400 kc

KRPL Moscow, Idaho—Modification of CP which authorized a new standard station, for approval of antenna, to change type of transmitter, approval of transmitter location and specify studio location.

AM—710 kc

Western Bcstg. Assn., Modesto, Calif.—CP new standard station 710 kc, 1 kw and daytime hours.

AM—1560 kc

Kitsap G. I. Broadcasters Inc., Bremerton, Wash.—CP new standard station 1560 kc, 500 w night and 1 kw day.

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HEERWAGEN ACOUSTIC DECORATION COMPANY

Factory . . . Fayetteville, Arkansas

Petrillo

(*Continued from page 37*)

discrimination in favor of a power industry, the broadcasting industry, and in opposition to the worker, the American musicians," said the resolution.

Executives of recording and transcriptions firms, called to Chicago last week for a three-day session at the Palmer House on renewal of wage contracts, were given the first notice of Mr. Petrillo's excessive demands by James Caesar himself.

Shut Down or Shoot Up

Smoking a black cigar, the music czar who has defied the President and the Congress of the United States, laid down a proposed wage scale that would literally close the transcription and record firms or shoot prices to the public and agencies sky high.

He hit advertisers and agencies doing business with transcription firms by demanding $50 per man, with rehearsals not to exceed a half-hour each, for every minute-or-less transcribed jingle, spot announcement or singing commercial requiring music. It was the first time Petrillo had singled out commercial spots.

He asked base pay of $50 per man for one hour of phonograph recordings, during which not more than five minutes of music would be recorded. Overtime would be $50 for each hour or fraction thereof. He settled for $41.25 an hour. The old scale has been $30 per man for three hours with 11 minutes of music recorded on not more than four 10-minute records.

While James Caesar Petrillo laid down the law as to his new wage demands, most transcription company executives sat back quietly, confident that their present royalty contracts which expire Dec. 31, 1947, exempted them from further wage increases.

But Mr. Petrillo shattered that security. He told them the wage contracts expired Oct. 20—less than a week away—but he'd be "happy to negotiate." His "negotiation" consisted of extending the wage contracts under his terms (increases up to 566%) only until Dec. 31, 1947, when the present 1% royalty pact expires. At that time, he told his listeners, he would be happy to negotiate new royalty and wage contracts. Petrillo royalties are outlawed under the Lea Act, but present contracts are not affected.

Mr. Petrillo then proceeded to hit advertisers and agencies doing business with transcription companies their worst blow since the AFM recording strike of 1942-43. Under terms of the proposed new contract, Mr. Petrillo declared, the fee for each one minute or less transcribed jingle or spot announcement, not to exceed one-half hour of rehearsal, would be $50.

Any agency attempting to record jingles or spots for more than one account during the half-hour period would be required to pay $50 for each separate account.

Frequently Mr. Petrillo lashed out at radio, declaring broadcasters "are making too *** **** much money for their own good." He punctuated his remarks about radio with unprintable language.

Representing the 205 record manufacturers were these: Irving Green, Mercury; Peter Hilton, Musicraft; James Murray, RCA Victor; Frank Walker, M-G-M Records; Ed Wallerstein, Columbia Recording; James Conkling, Capital; Gerald Ross, Signature; Dave Kapp, Decca.

Following are the new demands for transcriptions laid down by Mr. Petrillo:

JINGLES OR SPOT ANNOUNCEMENTS

New Scale—For each one minute or less of recorded music for single sponsor, with or without commercial continuity or announcements, rehearsing and recording not to exceed one-half hour, $50 per man. Two recordings made in same half-hour for two different sponsors are considered separate jobs, each to be paid for at $50 per man.

ELECTRICAL TRANSCRIPTIONS, COMMERCIAL AND LIBRARY SERVICE

Old Scale—Not covered.

New Scale—For each 15 minutes or less of recorded music on one side of disc, with or without commercial continuity or announcements, rehearsing and recording of which does not exceed one-half hour, $50 per man. Overtime in rehearsals only for each 15-minute period or less, $5 per man. Leader or contractor double.

Old Scale—For each 15 minutes or less of recorded music on one side of disc, with or without commercial continuity or announcements, rehearsing and recording of which does not exceed one hour, $18 per man. If 15 minutes of recording is finished and an additional recording is made then for each five minutes or less of recorded music, $6 per man extra. For each such extra five minutes of recorded music, 20 minutes may be used for recording and rehearsal. Leader or contractor double. Overtime in rehearsals only for each 15 minutes or less, $3 per man. Recorder may make recordings at any time during the hour or hours named.

Four New Stations Granted; Facilities of Three Changed

ORDERS authorizing four new stations and changes in facilities for three existing outlets were announced by FCC last Thursday.

Proposed decisions looking toward grants for three other new stations also were issued.

Outright grants for new outlets went to:

San Bernardino Broadcasting Co., San Bernardino, Calif., 1290 kc with 1 kw directionalized fulltime; Star Broadcasting Co., Pueblo, Col., 590 kc with 1 kw fulltime, directional antenna at night; Frank R. Gibson, Lake Charles, La., 1580 kc with 1 kw directionalized, fulltime; Tifton Broadcasting Corp., Tifton, Ga., 1340 kc with 250 w fulltime.

Change in Facilities

Changes in facilities were awarded to:

KLAC Los Angeles, increase power on 570 kc from 1 kw fulltime to 5 kw day and 1 kw night; KFXM San Bernardino, change from 1240 to 590 kc and increase from 250 w to 1 kw fulltime, directionalized at night; KSUB Cedar City, Utah, change from 1340 to 590 kc and go from 250 w fulltime to 1 kw fulltime.

New station grants anticipated in proposed decisions were for:

United Broadcasting Co., San Jose, Calif., 1370 kc with 1 kw fulltime, directionalized; DeHaven, Hall & Oates, Salinas, Calif., 1380 kc with 1 kw fulltime, directionalized, and Nathan J. Cooper, Morganton, N. C., 1490 kc with 250 w fulltime.

Mutually exclusive applications which FCC proposed to deny in the San Jose-Salinas proceeding were new station requests of FM Radio & Television Corp. and Broadcasters Inc., both seeking 1370 kc with 1 kw at San Jose, and the application of KRE Berkeley for a change from 1400 to 1380 kc and power increase from 250 w to 1 kw fulltime. In the Morganton case, the Commission proposed to deny the application for Beatrice Cobb for the same assignment sought by Mr. Cooper.

The final grant to Mr. Gibson at Lake Charles was made possible after Roy Hofheinz and W. N. Hooper (KTHT Houston) amended their Lake Charles application to request 1540 kc (with 50 kw) rather than the 1580 kc sought by Mr. Gibson, who had been given a proposed grant [BROADCASTING, Sept. 30]. Mr. Gibson is a contractor in general drilling and water supply work.

In the Utah-California-Colorado case, all five applicants had requested frequencies in 570-590 kc range. Grant of all five was possible when it developed that 1290 kc could be used by one of the San Bernardino applicants. KFXM rather than the other San Bernardino applicant, San Bernardino Broadcasting Co., was preferred for the 590 kc assignment "in view of Station KFXM's past service . . . and the local residence and civic activities" of J. C. Lee, one of the partners. The grant to San Bernardino Broadcasting Co. was contingent upon the firm's applying within 20 days for 1290 rather than 590 kc.

Tifton Broadcasting, granted 1340 kc for Tifton, Ga., is principally owned by Walter A. Grahame, petroleum distributor, with William G. Wern (Shepherd), proposed station manager, and Ross Henry Pittman holding minority interests. Interests aggregating about 34% will be sold to A. M. Garrison, Kenneth Mallory, and K. N. Mosely, Tifton residents, under present plans.

United Broadcasting Co., winner of a proposed grant for San Jose, is a partnership including George Mardikian (32%), owner of the famed Omar Khayyam restaurant in San Francisco; George Dixon Snell Jr. (32%), NBC San Francisco writer and producer, who would be program manager; Floyd Farr (22%) NBC San Francisco assistant program manager and supervisor of announcers, who would be general manager; Samuel A. Melnicoe (10%), NBC equipment maintenance engineer in San Francisco; and Alfred Aram (4%), retired attorney. Fact that three of the principals plan to participate actively in the station was a factor in the proposed grant.

DeHaven, Hall & Oates, who received a proposed grant for Salinas, is owned in equal shares by Harold W. DeHaven, in the wholesale lumber business in Fresno; William M. Oates, Army veteran formerly with WLBJ Bowling Green and KLZ Denver, who would manage the proposed station; and J. M. Hall, KOA Denver engineer and chief engineer of the projected Salinas operation. They were the only applicants in the proceeding for Salinas, which has no station.

Mr. Cooper, nominated for a Morganton grant, is in charge of a branch office of a credit company at Goldsboro, N. C., and formerly was an announcer and salesman for WFTC Kinston, N. C. He would manage the Morganton station. Proposed denial of the conflicting application of Mrs. Cobb was on grounds that as a Morganton newspaper publisher (*News-Herald*) she would be unable to devote as much time to a station as Mr. Cooper would, while a grant to Mr. Cooper would also result in a "diversification of the media of mass communication in the area."

BING CROSBY DISCS EARN HOOPER OF 24

ABC AND PHILCO Corp. last week gleefully reported that, despite skeptics' predictions, Bing Crosby's first transcribed broadcast (Wed. 10-10:30 p.m. in the East, 9-9:30 elsewhere) earned a whopping Hooper rating of 24. Share of the audience was 60.5 and sets in use 39.6.

ABC was also happy to announce that the first sponsored network broadcast of its caustic comedian, Henry Morgan, whose half hour follows Mr. Crosby, brought a Hooper rating of 11.1 with a 40.3 share of the audience and 27.6 sets in use.

Especially for ABC, reports from 35 Hooper cities were telegraphed to New York and compiled by Thursday morning. Mr. Morgan made a spectacular gain over his previous sustaining show, whose last Hooper ratings were 2.6 and 1.8. He is now sponsored by Eversharp for Schick Injector razor with Biow Co., New York, as agency. Hutchins agency, Philadelphia, handles Crosby for Philco.

Disc Use Upheld In KGFJ Petition

FCC Is Asked to Renew Without Hearing

KGFJ Los Angeles, one of seven stations set for renewal hearing on program issues [BROADCASTING, Sept. 23], last week filed a petition with FCC defending its use of transcriptions and outlining the extent of its public service programming.

Licensee Ben S. McGlashan, asking that the renewal application be granted without a hearing, said KGFJ, not affiliated with a network, is one of relatively few 24-hour stations and has had to rely on transcriptions and recordings to compete "with unlimited talent which is available to the network stations" and to "carry on the high quality of the station."

He argued that KGFJ's $6,600 monthly payroll is evidence that the station "has not endeavored to economize in connection with obtaining qualified employes," and that, although KGFJ's basic hourly rate ($35) is the lowest in the Los Angeles area, the station during the past year has refused more than $50,000 worth of advertising which it considered not in the public interest or not in good taste.

During the last year, Mr. McGlashan said, KGFJ has served more than 50 community organizations by live broadcasts and sustaining spot announcements, averaging about 15 public service spots daily. He also noted that a large number of earphone sets have been installed in hospitals in the area, to permit all-night listening to KGFJ by patients.

He said the station now devotes 8.32% of its time to live programs and is increasing the percentage wherever possible. Greater use of amateur talent, he said, carries a "prohibitive" cost as a result of union demands that standby musicians be employed in such cases.

KGFJ is on 1230 kc with 100 w but, Mr. McGlashan said, plans to apply for special service authority to operate with 250 w.

To Cover Elections

TWO MAJOR networks, NBC and MBS, last week announced plans for nationwide coverage of the Nov. 5 Congressional and gubernatorial elections. Commentators of the two networks will speak as returns come in.

Carroll Reece and Robert E. Hannegan, chairmen of the Republican and Democratic National Committees, respectively, will be heard over MBS after poll totals throughout the country come in. NBC will present Richard Harkness and Morgan Beatty, NBC Washington commentators, who will cover elections from network's news headquarters in New York.

FCC Approves Sale of WCAU At $6 Million Gross Figure

SALE of WCAU Philadelphia to the *Philadelphia Record* for $6,000,000 gross—a stripped price of about $2,150,000—was approved last Thursday by FCC, which also gave its consent to acquisition of WHBQ Memphis by Harding College, Searcy, Ark., for $300,000.

The Commission also approved assignment of WINS New York's license from Crosley Corp. to Crosley Broadcasting Corp., a 100% subsidiary which operates Crosley's radio interests.

Approval of the WCAU and WCAU-FM sale was given without a hearing, although many observers had expected one in view of FCC's general inclination to hold hearings on sales involving large prices. Although one of the largest the Commission has been asked to approve, the stripped price in the sale of the 50-kw clear channel Philadelphia outlet was short of the $2,800,000 figure paid by ABC for WXYZ Detroit, a 5-kw station [BROADCASTING, July 22].

Walker Dissented

FCC Comr. Paul A. Walker opposed the Commission majority's action. Comr. Clifford J. Durr, who dissented with him in the ABC-WXYZ case, is in Moscow at the five-power telecommunications conference.

President Leon Levy and his brother, Isaac D., Philadelphia attorney, are principal stockholders in WCAU, owning 32.67% each, but have agreed to assist the *Record* in operation of the station "so long as their services are required."

Other WCAU stockholders: William S. Paley, CBS board chairman, 11.06%; Samuel Paley, 10.8%; Remraf & Co., trustee for Jacqueline Paley, minor daughter of Jacob Paley, 10%; Edna Bortin and Stan Lee Broza, 1% each; Jacob Paley, 0.8%. The sales application said they were disposing of interests in individual stations to confine their attention to network holdings.

To finance the purchase, the Courier-Post Co. of Camden, 91% owner of the *Record*, is borrowing $5,500,000 from Jefferson Standard Life Insurance Co. and Pilot Life Insurance Co., both of Greensboro, N. C., and will lend most of this sum to the *Record*. However, the application noted, there will be no lien on any assets devoted to broadcasting.

J. David Stern is president of the *Courier-Post* and the *Record*. Earnest money totaling $100,000 was deposited when the agreement was reached, and the rest of the purchase price is to be paid within 30 days after FCC approval.

Stern to Be Active

David Stern 3d, son of the president of the *Courier-Post* and *Record* and himself publisher of the Camden paper, is expected to take an active interest in radio operations, both aural and television. The elder Mr. Stern has announced plans for a $3,000,000 building project to house the *Record* and its affiliated radio enterprises.

WCAU, operating on 1210 kc, will remain a CBS affiliate and "the facilities and staff . . . will be maintained without substantial change," FCC was told in the sales application.

Liquid assets of WCAU as of May 18 were reported at $3,250,000, mostly in cash and Government bonds, with other assets totaling $600,000. The station's profits before taxes were $625,000 in 1945.

In the WHBQ sale, Harding College acquires 50% interest from Mrs. Stella H. Thompson, widow of Thomas Thompson, station founder, and 25% each from S. D. Wooten Jr., chief engineer of WREC Memphis, and Mrs. Emily P. Alburty, wife of E. A. (Bob) Alburty, WHBQ general manager. The college is owned by the Church of Christ, and is to be moved from Searcy to Memphis. WHBQ, operating with 250 w on 1400 kc, will remain commercial.

Increases Sought

PERMISSION for increases up to 15% in rates for message services, including press, was requested by Western Union in a petition filed with FCC last week. Asking for a hearing, WU said operations the first eight months of 1946 resulted in a $3,599,799 deficit before wage increases and $7,117,467 after the pay hikes. The petition asked for permission to eliminate city-to-city and city-to-state exceptional rates without waiting for a hearing.

Surles to Blair

LAWREN (LARRY) SURLES, sales manager of ABC cooperative programs, has resigned to join the sales staff of John Blair & Co., New York, effective Oct. 21.

Record Sale Price Sought for WJBK

Fort Industry to Buy AM And FM Outlets

FORMAL APPLICATION for the transfer of control of WJBK and WJBK-FM Detroit by James F. Hopkins Inc. to the Fort Industry Co. [BROADCASTING, Aug. 26], with sales price of $550,000 before adjustments, was reported by the FCC last week. The difference between net quick assets on the date of consummation and those of May 31, 1946, also will figure in the final sales price.

The $550,000 plus-or-minus assets price is reputedly the highest recorded for a 250-w station, the previous high being the sale of WINX Washington by Lawrence Heller and associates to Eugene Meyer, publisher of the *Washington Post*, for $500,000. WINX figure, however, did not include an FM station. WJBK is on 1490 kc, 250 w fulltime; WJBK-FM authorized 94.5 mc, 33-kw effective radiated power.

At the same time, FCC announced an application seeking assignment of a construction permit for a new standard station at Ann Arbor, Mich., held by J. F. Hopkins Inc. to a newly-formed corporation—Huron Valley Broadcasters Inc.—controlled by the present owners of WJBK. Officers of Huron Valley remain the same as J. F. Hopkins Inc.: James F. Hopkins (41%), president; Richard Connell III, vice president; and Richard A. Connell Jr. (53%), secretary-treasurer. Mrs. Henrietta Connell owns 6%. Ann Arbor station was granted 1600 kc, 1 kw fulltime [BROADCASTING, Oct. 14].

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WINS
NEW YORK

Shortly, in this space we hope to call your attention to developments here at WINS during the initial weeks of ownership by the Crosley Corporation. We will list a number of responsible and representative advertisers whose confidence in the future of the station is being expressed in the tangible form of contracts for time and for programs.

A 50,000 Watt transmitter has already been installed and is being tested. A new rate card has been issued to take effect November 1, 1946. In some respects at least it represents a rather unusual, but we hope, sound concept of Independent Station rate structure.

No deletions have been made in the WINS staff, rather every effort has been, and will continue to be made, to strengthen it.

The station will stand on its own, with all the help we in Cincinnati can give it, but WINS will not be run by remote control.

New York is a big market . . . we know full well that we are dealing in terms of years, not months, of sound and constructive growth before either WINS as a station or our company as the licensee can consider that our obligation to the people of New York is being fully met.

CROSLEY CORPORATION

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